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### Gerber being phased out

### More elected PSNC members

### Beecham, Scott & Bowne new sales force

### Miss Tomison moves on



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# CHEMIST & DRUGGIST

Incorporating Retail Chemist

March 31 1979

Vol 211 No 5162

120th year of publication

ISSN 0009-3033

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Published Saturdays by Benn Publications Ltd  
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212

Editorial and Advertisement Offices  
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212  
Telex 27844

Regional advertisement offices

Midlands 240-244 Stratford Road, Shirley, Solihull,  
West Midlands B90 3AE 021-744 4427  
North east Permanent House, The Headrow, Leeds LS1 8DF.  
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Scottish 74 Drymen Road, Bearsden, Glasgow  
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North west 491 Chester Road, Old Trafford, Manchester M16 9HF  
061-872 5151  
West country & south Wales 10 Badminton Road, Downend,  
Bristol BS16 6BQ 0272 564827

Subscription Department  
125 High Street, Colliers Wood, London SW19 2JN.  
Tel: 01-542 8575

Subscription  
Home £25 per annum. Overseas £30 per annum.  
60p per copy (postage extra)

  Member of the Audit Bureau of Circulations

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31 March 1979

## COMMENT

### Daniel survives

Revlon have somehow managed to epitomise the problems associated with franchise cosmetics and fragrances over the past few years—allegations of failures of supply, incorrect deliveries, top-sellers getting in non-franchise hands, and even expansion into non-franchise ranges. They have therefore become prime targets for chemists who have found themselves losers in the marketplace while Revlon went from strength to strength (taking their devotee stockists with them, it must be said).

Set against that background, the decision to hold three "mass" meetings of NPA members to sort out problems was a brave one—and managing director Charles Scanlan's admission of feeling "rather like Daniel" may not have been overstated when he faced 350 chemists and staff in London last week (p413). If anything, the meeting was too big, at times getting out of hand as loud voices from the back of the audience struggled to overpower "close encounters" at the front which were inaudible except to the participants—a lesson for later venues perhaps.

But NPA chairman David Sharpe had asked that the meeting should be constructive rather than destructive, and the end result probably lived up to his plea, particularly as individual grievances could be taken up informally face-to-face with Revlon executives both over pre-meeting drinks and during the lavish buffet meal which followed. Good personal relationships do not overcome supply difficulties, of course, but they do help understanding of the other side's problems—and, hopefully, some Revlon stockists will be better equipped to explain any future lapses to *their* customers.

Other companies have problems too, and perhaps may be fearful of exposing themselves to direct criticism as have Revlon. If so, perhaps they should take note of a letter received by Mr Scanlan the day after the event. It sums up better than we ever could the reaction that can be achieved by standing up to be counted and reads: "In spite of all the 'stick' which you took (so well!)—I am sure that the evening must be counted as a huge success from the point of view of a familiarisation exercise. Surely Revlon will see the benefit of extending the communications bonanza which did so much to prevent you from being covered in ripe tomatoes. I note that the backboards were tastefully coloured to prevent them from showing stains!" Need we say more?

### Sunday update

Further replies in our Sunday trading survey over the past two weeks have held the proportion of "no" votes steady at around 83 per cent. A total of 475 forms from our February 24 issue have been returned, representing some 650 shops. A full analysis of the figures has been submitted to both supporters and opponents of the Sunday Trading Bill now before the House of Lords—and neither side should be in doubt concerning the views of chemists.

# Nine more elected members for PSNC

Nine more pharmacist contractors are being added to the Pharmaceutical Services Negotiating Committee to make the electoral regions coterminous with NHS regions. Interim elections are anticipated for May or June in order to carry out, as soon as possible, the wishes of the 1978 Local Pharmaceutical Committee representatives conference where regionalisation was proposed.

At this month's meeting, PSNC considered the LPC conference resolutions and action to be taken. In reaching its decision on regional representation the Committee discussed the effects of increasing the size of PSNC. The revised composition was agreed as 14 pharmacist contractors—one elected from each of the NHS regions in England; one pharmacist contractor elected from Wales; five pharmacist contractors nominated by the Company Chemists' Association; one registered pharmacist nominated by the Co-operative Societies. The secretary of the Pharmaceutical Society will continue to have the right to attend all meetings of PSNC.

Interim elections in those NHS regions where there is at present no directly elected member will be held on a one vote per pharmacy basis and it is anticipated new members would take their seats at the July meeting. The electoral position is: NHS region 1. member G. Urwin; 4. D. L. Coleman; 6. R. G. Worby; 9. R. R. C. Kitchen; 14. H. Steinman; Wales Mrs M. Rawlings. Regions 2, 3, 5, 7, 8, 10, 11, 12, 13, are open for election.

Pharmacist contractors will be notified of the timetable of the interim elections. In order to stand for PSNC the contractor must be a member or officer of a local pharmaceutical committee at the time of nomination.

*More from the PSNC meeting p438*

## Endorse Winthrop pack sizes

The Pharmaceutical Services Negotiating Committee understands that pharmacists are still having trouble obtaining packs of some Winthrop Laboratories products, such as the 2,500 size of Panadol.

The PSNC has received approval from the Department of Health that where a pharmacist is unable to obtain the pack size appropriate to his demand, he will be paid on the pack size he endorses as available, eg, 96 size Panadol. This concession applies to March 1979 prescriptions.

The price of Allpyral preparations was increased in December 1978 but the invoice computer section of Dome Laboratories issued invoices to contractors based on the pre-December price. Recently

further supplementary invoices have been sent to contractors in an endeavour to obtain extra payment.

The Department has told PSNC that the processing divisions of the Prescription Pricing Authority are using proprietary charts which reflect the new increased price. PSNC assures contractors that, although they may have endorsed prescriptions with the incorrect invoice price, they will be reimbursed at the new price.

## Panel pay 'paradox' says NPA chairman

It is an extraordinary paradox that pharmacists' NHS remuneration claim is itself currently being held up by a "pay claim", said Mr R. G. Worby, chairman of the National Pharmaceutical Association, last week.

Addressing the Leeds NPA Branch, he referred to the delay in the appointment of the panel to consider the basis of the profit margin. It appeared that the level of remuneration offered to panel members in return for their services was not considered, by one or more of them, to be sufficient to compensate for the considerable amount of work involved. Pharmacists would undoubtedly feel every sympathy for the distinguished nominees, having suffered such appalling undervaluation of their own services for so many years.

The independent assessment panel membership had still not been announced by Tuesday, when Mr David Ennals, Secretary for Social Services, told Mr Geoffrey Finsberg, in the Commons, that he was not in a position to state the date work would begin—Editor.

Turning to the "chemist" title issue, Mr Worby rejected the description "an impertinence" which had been accorded to the joint NPA/ICML/Unichem offer of a referendum by an editorial in the *Pharmaceutical Journal*. It was a matter of regret that the journal should question the right of an organisation of NPA's stature, representing a substantial majority of the profession's working membership, to seek democratically to influence the government of the profession, he said. The NPA Board of Management had considered replying to the editorial but had concluded that the interests of pharmacy would be better served by maintaining a dignified silence, rather than by entering into a public intra-professional slanging match.

Mr Worby extended an invitation to branch members, their families and staff to visit the NPA show to be held at St. Albans on the weekend of June 16-17. The show provided an excellent opportunity to inspect and handle business

aids, which would be on display at manufacturers' stalls at especially favourable "show" terms. A dinner and dance would be held in London on the Saturday evening at the St. Ermins Hotel (tickets £10 per head including wine). Mr Worby added that St. Albans and its environs offered a variety of interesting places to visit—including the Abbey, the Royal National Rose Society Gardens and Whipsnade Zoo. He hoped that coach trips would be organised by branches—for branches between 100 and 200 miles from St. Albans a £25 subsidy was offered for each coach, and £50 per coach for branches more than 200 miles distant.

## New GSL Order

An Order published last week brings up-to-date the lists of medicinal products, including veterinary drugs, which can with reasonable safety be sold or supplied otherwise than by or under the supervision of a pharmacist, and also the list of products which are allowed to be sold by means of automatic machines. The Medicines (General Sale List) Amendment Order 1979 (S1 1979, 315, HM Stationery Office, £0.50, made under Part III of the Medicines Act 1968, amends the Medicines (General Sale List) Order 1977 and will come into operation on April 12.

The amendments include additions to Schedule 1 (named products for human use), Schedule 2 (named products for veterinary use) and Schedule 5 (automatic machines section).

## NCT support for chemists over VAT

The Trade and Professional Alliance, a specialist wing of the National Chamber of Trade, has written to Mr D. Healey, Chancellor of the Exchequer in support of pharmacists and their VAT repayment problems. The letter says cash will not be available to pay wholesalers and manufacturers for medicines for supply on NHS prescriptions. Consequently the sick, old and young particularly will suffer. Mr Leslie Seeney, director general of NCT, has also stressed the seriousness of the situation to Mr Callaghan, the Prime Minister.

## Postal delays

Unofficial industrial action by Post Office workers in the London area is resulting in postal delays which may affect C&D subscribers and advertisers. Until the dispute is resolved, we would suggest that essential advertising and editorial copy is delivered by hand whenever possible; alternatively, a telephone call may be made to check receipt. Holders of classified advertisement box numbers may also experience delays unless they make arrangements to collect replies from C&D's London office.



# Cutback on toiletries bargains

The expected Order prohibiting bargain offer claims was laid in the Commons on Tuesday by the Secretary for Prices and Consumer Protection, Mr Roy Hattersley. The Price Marking (Bargain Offers) Order 1979 will be published on April 2 and will come into effect on July 2 for most products, but later for some prepacked goods and for some forms of advertisement where disruption or expense would otherwise be caused.

Under the Order a wide range of genuine and informative claims will still be permitted—such as comparisons with previous or future prices, price changes by another named retailer and comparisons with recommended retail prices except where banned.

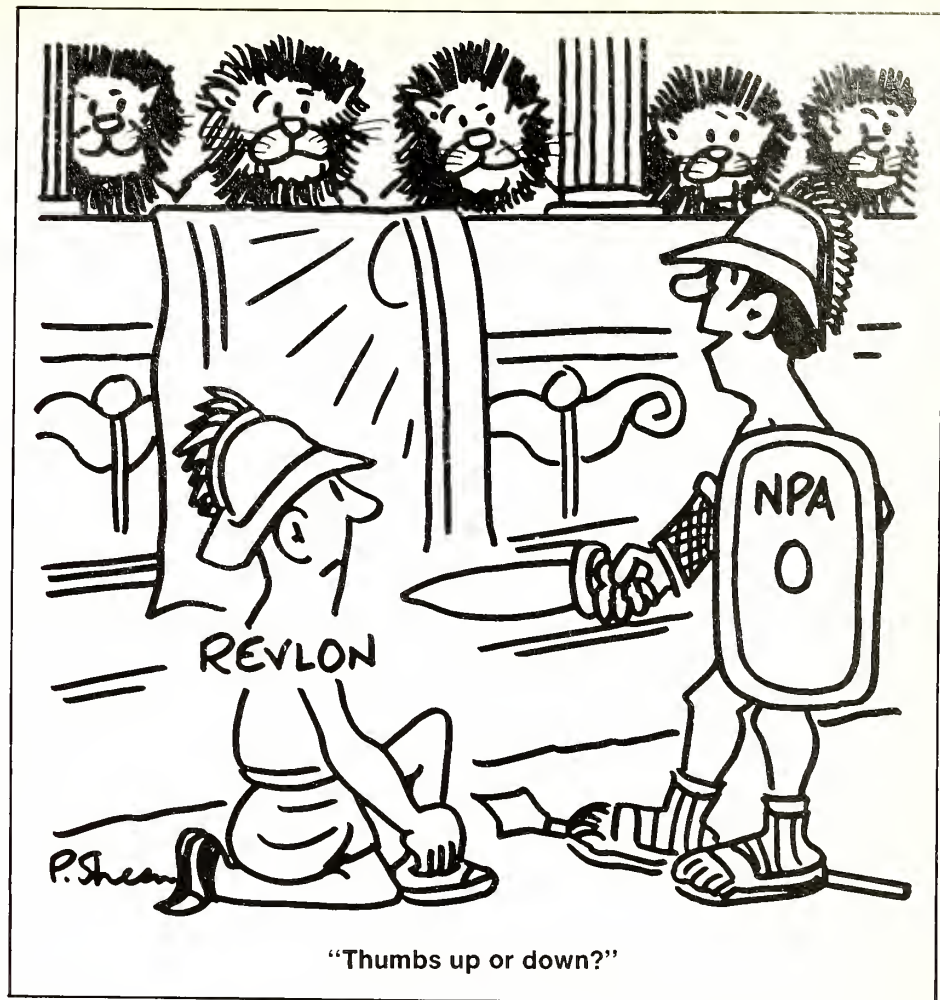
In deciding to restrict some sectors the Government has taken account of undertakings by manufacturers of soap, detergents and toiletries that have voluntarily agreed to limit the proportion of "bargain packs" offered to not more than half of their total deliveries of any brand size in any year. Up to now, the Department of Prices says, it has been common for 80 per cent and in some cases 99 per cent deliveries to be claimed as a special promotion.

## Monopoly reference on tampons supply

The Monopolies Commission has been asked by the director general of Fair Trading to investigate the supply in the UK of tampons used for sanitary protection, and to report within 18 months.

The tampon market is estimated to be worth about £14m and there are two major suppliers—Tampax Ltd with some 62 per cent and Southalls (Birmingham) Ltd with the remaining 38 per cent. In 1975 the Price Commission published a report on the "Prices of Sanitary Towels and Tampons" and in 1977 a supplementary report dealing in particular with the abolition of recommended retail prices. Last year, the Commission published a report on "Southalls (Birmingham), Sanitary Protection and Other Hygiene Protection".

The OFT announcement of the reference says that the nature of the business is such that, for many years, the subject was in a sense taboo for public discussion. "But the persistence of monopoly conditions in this sector of industry, and the level of profit attained, underlie the case for further inquiry in the light of the public interest." A monopoly situation is defined in the Fair Trading Act 1973: A "scale" monopoly situation exists if one person or company or corporate group supplies or is supplied with at least one quarter of the goods or services of a particular des-



cription in the UK. Following a reference, it is for the Commission formally to determine whether a monopoly situation exists and, if so, whether it is or is not contrary to the public interest.

Any person or organisation wishing to offer evidence in relation to the reference should write to The Secretary, Monopolies and Mergers Commission, New Court, 48 Carey Street, London WC2A 2JT.

## Babyfood colours ban proposed

The Food Additives and Contaminants Committee has recommended that colours should no longer be permitted for use in foods designed for infants and young children. Although most baby foods sold in the UK do not contain colourings the report suggests that the manufacturers' self-imposed ban should be made statutory.

A report published last week recommends which colours should be permitted in foods and proposes revised purity specifications for them. This is an interim report and, to complete its review of colouring matter in food, the FACC will next consider the levels of use of colours in individual foodstuffs with a view to deciding what specific recommendations are necessary for stricter controls.

Representations on the "Interim report on the review of the Colouring Matter in Food Regulations 1973" (HM Stationery Office, £4.75) should be

addressed to food additives and contaminants division, Ministry of Agriculture, Fisheries and Food, room 556, Great Westminster House, Horseferry Road, London SW1P 2AE, to arrive before July 26.

## Petition opposes animal tests

A petition opposing the use of animals for testing cosmetics and toiletries was presented to Parliament last week after being signed by 60,000 people.

Mr Jeff Rooker, MP, drew attention to the type of experiments done when he put forward a Private Member's motion in the House of Commons, on animal welfare. He said that in 1977 there were over five million experiments on living animals, 80 per cent of which were done with no anaesthetic. While not suggesting there should be a complete ban on research, Mr Rooker said some areas needed severe restriction.

Also speaking in the debate, Mr Arthur Nathan, MP, suggested that "the squirting of liquid into the eyes of living rabbits" for the purpose of testing cosmetics should be outlawed. Mr John Silkin, Minister of Agriculture, Fisheries and Food, said the Home Office advisory committee was soon to publish a report on the LD50 test and treatment to animals' eyes.

The Government has agreed to the establishment of an independent Council for Animal Welfare to review legislation on animal welfare.



# NPA suspends advice to withhold VAT

The National Pharmaceutical Association has suspended its emergency advice that VAT payments to suppliers should be deferred.

After consideration of the effects of the advice on members' suppliers, and after noting that the Department of Health had recognised members' mounting cash-flow problems by agreeing to increase to 90 per cent the "on-account" NHS payments at the beginning of April, the NPA Board decided at its meeting on March 27 to set aside its earlier advice "for the time being."

However, if the VAT strike continues, NPA will be watching to see that the on-account payments are increased to 100 per cent at the beginning of May and possibly to 110 per cent in July, "otherwise the NPA might have no alternative but to renew its advice about withholding VAT, especially as it appears that suppliers are not being sent demand notices by the VAT computer centre."

## IPM conference in Ireland?

The Institute of Pharmacy Management International is considering holding the 1980 conference in Eire. An invitation from Irish pharmacists was announced at the annual meeting in Keswick, Cumbria, on Sunday.

Dr I. Jones, this year's conference organiser, and Mr Aidan O'Shea, said the best site would be Kildare, and that many Irish pharmacists, whether IPM members or not, would be keen to attend the conference. The theme being considered for 1980 was pharmacy in the 1980s and the probable cost including air travel to Eire would be £125 with ferry travel being cheaper. A straw poll at the meeting indicated members were in favour of the proposal.

At the annual meeting, the retiring chairman, Mr E. Jensen, paid tribute to the support given him by the IPM council, but stressed the need for communication between council and members. He urged members to present views to council as often as possible.

Mr S. Durham, secretary, said 34 members had resigned during 1978 but there were 89 new members. He pointed out that pharmacists newly registering from September in any year were eligible for the following year's membership for one full year's fee. However, many had not taken up the option.

At the council elections, all the eligible retiring members were re-elected and elected were Mrs M. Benfield, Mr B. Hardisty, and Mr M. Almond.

The second five-day residential course will be held from September 15, again at Seaford. There will be 12 to 20 places available at £135 per person and mem-

bers were reminded that attendance at three courses would qualify for a diploma of the institute.

## More cosmetics to by-pass chemists

Redken have added cosmetics and make-up products to their hair and skin care ranges which are sold exclusively through hairdressing salons.

A recent report in the *Hairdressers Journal* stated that this policy is one which has worked successfully. Sales manager Elizabeth Hindmarch is quoted as saying that the products have been responsible for many hairdressers becoming aware of the business potential of beauty. "Salons find that they have a clientele for basic facial and make-up business and are gradually adding this to the service they offer."

Redken UK are now manufacturing many of their products at the recently-opened factory in Milton Keynes and the report says that this "together with the expansion in the beauty market has resulted in business being doubled in the first six months of the current financial year".

Sainsburys state that negotiations are continuing as before with a number of cosmetic manufacturers but they would neither confirm or deny names mentioned since the "Risk Business" report.

## Man jailed after pharmacy raid

The manager of a pharmacy was tied up by armed raiders who stole about £2,600 cash, an Old Bailey judge was told last week. But the manager, Mr David Watkins, managed to free himself and raised the alarm.

He later identified one of the robbers as Mr Leonard George, a boiler cleaner of East London. Mr George pleaded guilty to robbing Mr Watkins at a Poplar, East London, branch of Boots in November 1978 and carrying a firearm or imitation firearm with intent to commit an indictable offence. He also admitted using a stolen car.

Mr George, a man of good character apart from a minor offence committed five years ago, said he took part in the robbery because financial difficulties were causing him to worry over his family. The judge said that the court viewed such offences with "seriousness" but in the circumstances, as he had shown genuine remorse, he would limit the jail sentence for robbery to one of five years. For the firearms offence he got another three years and for using a stolen car as the getaway vehicle he got another 12 months, all to run concurrently, making five years in all.

## Campaign to trace lost ostomists

There are 30,000 "lost ostomists" in the UK not known by the primary health care teams and who possibly, because of old age, ignorance or embarrassment, struggle through life using primitive methods of ostomy care, according to Abbott Laboratories. The company is discovering many cases where the ostomist, since undergoing the operation 10, or even 30 years ago, has been too embarrassed to move out of the home. Abbott are therefore launching a national campaign to find such people and to introduce them to modern ostomy aids.

The campaign will involve a series of regional meetings advertised in local newspapers and by local radio announcements. Doctors, pharmacists and other health care personnel in the areas will be informed by Abbott of the meetings and invited to attend. The company is considering a poster campaign for surgeries and pharmacies but has yet to consult the professions.

Abbott hope to attract "lost ostomists" to the meetings, but will also ask friends or relatives to attend with, or on behalf of, the ostomist. The aim is to make all concerned with ostomists aware of the problems involved and to demonstrate what can be achieved. As the company points out, that peculiar customer with the offensive smell could be an ostomist that does not know modern aids could remove the embarrassment and inconvenience.

Clearly a pharmacist could not approach the person directly but if aware of the problem may be able to create an opportunity of helping the customer. The company stresses that its object is to help the ostomist, not simply to sell its own products.

## Labour's plans

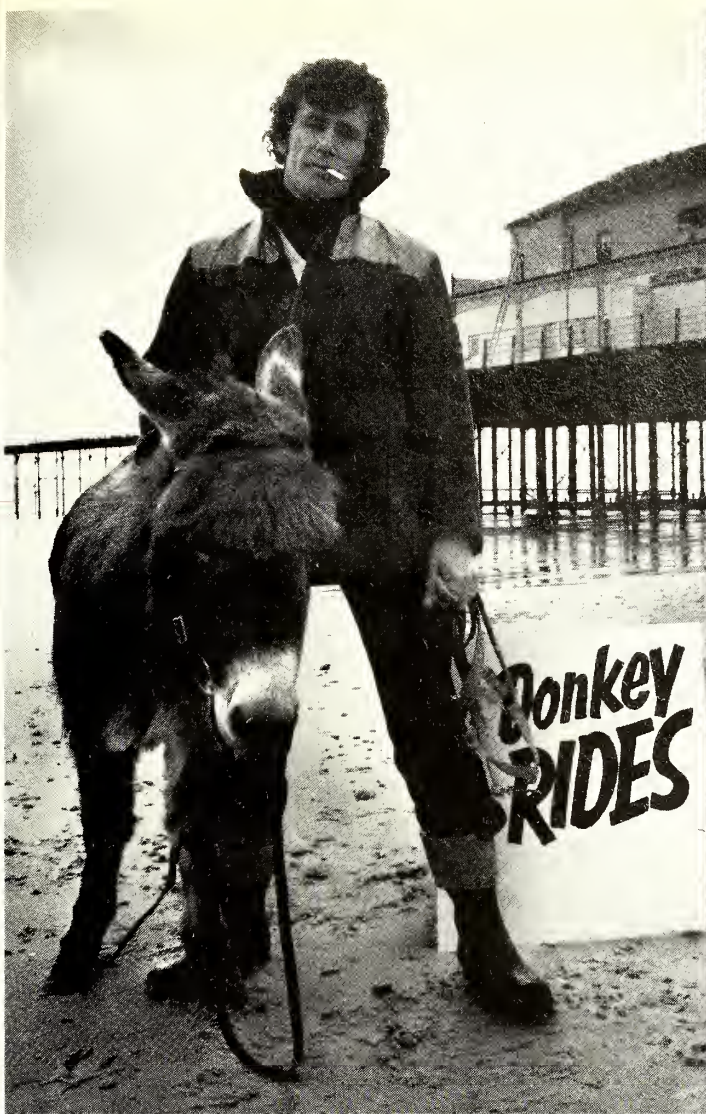
The Labour Party has not yet decided whether nationalisation of the pharmaceutical industry is to form part of its manifesto for the next general election, a spokesman told *C&D* on Tuesday.

Aims, the free enterprise organisation, claimed in a Press statement that a draft document drawn up by Labour's National Executive, at present being discussed with the Cabinet, included these nationalisation plans. The Party's spokesman, however, said this document was now out of date.

## EEC draft

It would be premature to declare the UK Government policy on the EEC draft Directive on advertising of medicines before it was available for consideration, Mr Roland Moyle, Minister for Health said in the Commons on Tuesday. He said the draft put forward by the EEC Commission for consideration by the EEC pharmaceutical committee had been withdrawn for redrafting. Mr Moyle was replying to Mr Kenneth Clarke who had asked the Government's policy.





# THEY BOTH SELL JOY-RIDES. ONLY THE ONE ON THE RIGHT MAKES A YEAR-ROUND PROFIT.

What makes Joy-Rides from Stafford-Miller a year round success?

They're the travel sickness tablet made specially for children, in a chewy, raspberry-flavoured form that they happily accept.

Joy-Rides outsell every other children's travel sickness remedy.

And they'll go on doing so. Because this year we not only have some very fresh, very striking advertisements appearing in family magazines.

Reminding parents that neither they nor their children need suffer the effects of travel sickness.

But we'll also be offering an irresistible counter promotion.

Your Stafford-Miller rep. will give you all the details of the eye-catching show stand containing free quiz books to amuse the kids. Together, they'll take Joy-Rides a long, long way.

## Joy-Rides

**The travel sickness tablets  
made specially for children.**



# New Services to Chemists

Following their acquisition of Scott & Bowne Limited, Beecham Group are transferring the marketing and selling of all the current Scott & Bowne brands to their Beecham Proprietaries Division – Medicines and Toiletries – with effect from Tuesday, 27th March, 1979.

The specific changes this involves are designed to take full advantage of the traditional strengths of both Scott & Bowne and Beecham Proprietaries and will be of particular benefit to chemists.

## New Chemist Opportunities from 'Beecham Medicines'

Beecham Medicines will now take over the following Scott & Bowne brands.

*Vykmin*  
*Vykmin E*  
*Health Products Laboratories Range*  
*Scott's Cod Liver Oil Capsules*

*Scott's Emulsion*  
*Steedman's Teething Jelly*  
*Steedman's Soothing Powder*  
*Nappicare*

At the same time, they will also take over the *Fynnon Bath Additive* range from their sister organisation – Beecham Toiletries.

## New Specialist Chemist Service Within 'Beecham Toiletries'

Beecham Toiletries have formed a new and separate chemist service to be known as '**Beecham Scott & Bowne**'. This consists of a specialist sales force staffed, in part, by former Scott & Bowne personnel and offering a comprehensive service to chemists and department stores, supported by its own marketing group, drawing on Toiletries' skills and experience.

**Beecham Scott & Bowne** will be responsible for the Scott & Bowne Toiletries and Fragrances in addition to eight brands transferred from the parent Toiletries organisation as follows.

<i>Fenjal</i>	<i>Toners</i>	<i>Sta-Blond</i>	<i>Pure Silvikrin</i>
<i>Skol</i>	<i>Shaders</i>	<i>Countess</i>	<i>Silvikrin Hair Cream</i>
<i>Pretty Feet</i>	<i>Softly Blonde</i>	<i>Restoria</i>	<i>Silvikrin Hairdressing</i>
<i>Face Up</i>			<i>Odol</i>

The 'Picot Agency Service' will be maintained, without interruption, to Appointed customers for *Picot Perfumes* and *Pagan Man* on the established basis.

**From 26th March, therefore, any order or queries concerning the former Scott & Bowne brands should be addressed to The General Sales Office, Beecham Proprietaries (Toiletries or Medicines as indicated above), Beecham House, Great West Road, Brentford, Middx. TW8 9BD. Telephone: 01-560 5151.**

## Beecham Proprietaries

### Medicines & Toiletries



# PEOPLE

**Mr L. Priest** and **Mr B. Silverman**, have been nominated as the Pharmaceutical Services Negotiating Committee representatives on the Prescription Pricing Authority.

**Mr Charles Strasser**, chief executive and managing director, Photopia International Ltd, has been awarded an honorary MSc degree from the University of Keele.

**Mr W. Sharp, MPS**, director and manager, pharmaceutical division, Pfizer Ltd, is to retire early on medical grounds, on March 31. Mr Sharp has been with the company for over 25 years, joining as a medical representative and serving in a number of sales and marketing positions culminating in his current appointment in May 1973.

**Miss Maureen Tomison**, former head of publicity for the Pharmaceutical Society, is now employed as political affairs controller at the Royal Society for the Prevention of Cruelty to Animals. She was interviewed on the BBC radio "Today" programme last week, together with Jeff Rooker, MP, about the RSPCA's animal welfare campaign (see p405). Miss Tomison left the Pharmaceutical Society in April 1978 for a similar post at the Institute of Directors. She was later approached by the RSPCA with "an offer I couldn't refuse" and has been there about two months.

## Deaths

**Green:** On March 10, Mr Richard Green, MPSNI, of 16 Market Square, Lisburn, co Antrim. Mr Green served his apprenticeship with C & J Montgomery Ltd, Royal Avenue, Belfast, and qualified in 1929. Soon after he went into business on his own at Bow Street, Lisburn, and a few years later acquired the bigger business of Johnston's Pharmacy, Market Square. He was also associated with the business of J. A. Woodside & Co Ltd, 38 Church Street, Ballymena. Mr Green retired four years ago although he still retained an interest in McMeekin Green Ltd, the successors of Johnston's Pharmacy. Mr Green is survived by his wife and three daughters.

## Poisoning accounts for 4pc of injuries says report

Poisoning or suspected poisoning accounted for 4.4 per cent of injuries recorded for children under 14 in the first 12 months' data from the Home Accident Surveillance System.

Cuts (37.3 per cent) were the most common type of injury, according to a report published last week by the Department of Prices and Consumer Pro-

# TOPICAL REFLECTIONS

by Xrayser

## More alike than I thought

Lately we have had a series of contributions from retail pharmacists from various parts of the country. Stylishly written and frequently very witty they have given me a lot of pleasure, and certainly make it clear that in this profession we have many articulate and sensible members who find satisfaction in their work. But more interesting is the number of times the same problems of business and judgment are mentioned. From the last issue, and very nicely done too, our Lancashire man says that when it comes to pay negotiations, you have got to put the case in dramatic terms to get enough impact. Absolutely right! Then the other annual problems—the gamble of what to buy for the summer, and how much to buy, when the normal method of calculating from the previous two or three years purchases can go so very wrong.

This year I have had three quite substantial offers of sale or return on sun tan preparations. Now I don't know how you feel about sale or return, for on the face of it it looks a cast-iron guarantee for security. But, in the past, when it came to the point, the hassles sometimes made you wonder what kind of English the sellers speak. You find out, for instance, that the rep "Wasn't authorised . . ."—against which the only answer is a copy of the original order with the words "sale or return" written clearly and signed by the rep. And then they say, "you can have credit," which as far as I can see is a try-on.

Sunglasses used to be my big worry since each item is so expensive, but after an Open Shop which said that one manufacturer was distributing a full stand from which you paid only for items sold as they were replaced by the rep, I have thankfully surrendered the right to hold a whole season's stock right through the winter of my discontent. And finally I think we all have experienced that slightly choked feeling when, having eventually cleared some long-standing shelf warmers through some brilliant display or promotion, we find on our return from holiday that the staff have thoughtfully replaced it.

## Jargon

I always turn to the letters in C&D when I have read my way through the rest—as a reward, a final dessert, before I get down to the business of responding to whatever catches my eye or rouses my anger. But this week we had a letter from N. Buckley of London, SW1, who raised the subject of "in" words and phrases.

How disappointed I was at the true explanation of the intriguing "above-the-line" and even more interesting "below-the-line" advertising. I don't know why, but I automatically assumed the phrases to have some association with above- or below- the belt! And here was I thinking that above-the-line meant good, wholesome, wholemeal-bread type of advertising—honest stuff—while below-the-line? Well, all those sexy, wicked ads, with ladies nearly unclothed lying on beaches or beds and implying who knows what. But it turns out that the only embraces we are likely to get from below-the-line advertising are from point-of-sale material (reps?) direct mail, exhibitions(!), competitions, money-off, banded and premium offers, print (brochures etc), sampling. Oh well, back to my MAOI's.

tection. Data came from 20 hospitals.

Cases of suspected poisoning were noticeably higher in toddlers between eight months to four years old than in any other age group, reflecting the increased mobility and inquisitiveness of the child while its awareness of danger is still relatively undeveloped. In this group, poisoning accounted for 7.3 per cent of injury type, whereas in infants up to eight months poisoning accounted for 2.2 per cent in five to nine year

olds 1.3 per cent and 10 to 14 year olds 0.5 per cent.

In the toddler group medicines were involved in 767 accidents and were fourth on the list which was headed by stairs or steps (1,372).

*The Home Accident Surveillance System: Analysis of Domestic Accidents to Children.* (Safety research section, fair trading division, room 1930, Department of Prices and Consumer Protection, Millbank Tower, London SW1P 4QU).



# EEC strengthens ties between Societies

Common Market negotiations have united the three British Isles Pharmaceutical Societies more than ever before, claimed Mr John Balmford, president of the Pharmaceutical Society of Great Britain, last week.

The occasion was the president's dinner of the Pharmaceutical Society of Northern Ireland, hosted by Mr and Mrs S. Moore, at which Mr Balmford responded on behalf of the guests—who included the president of the Pharmaceutical Society of Ireland, Mr Michael Shannon.

It was the second time in a month that the presidents had met together—last time, in London, they had been joined by the chairmen of the PSGB Scottish and Welsh Executives, the first occasion on which all had been round the same table. Mr Balmford stressed that the Societies had much in common, sharing the same pharmaceutical background. It was right that history should have divided them, but the EEC had led to consultation on common problems.

## Concern with minutiae

Mr Balmford regretted that implementation of the Treaty of Rome had been so long delayed and he blamed Brussels bureaucrats for being concerned with minutiae—such as the hours spent on individual subjects within the pharmacy degree. Pharmacists, he said, must have freedom of movement within the EEC and indeed the profession was to have been the first to do so, but for some reason—unclear to Mr Balmford—it now seemed likely to be the last among health professions.

An advantage of the delay was that it provided a breathing space in which

to achieve rational distribution of pharmacies without which there could be an influx from EEC countries of pharmacists. Nevertheless, the Treaty must be implemented as soon as possible in order to secure the heritage of the students of today and tomorrow.

Earlier, Mr Moore had welcomed to the dinner leading NI members of the medical, dental and optical professions, including Mr W. H. Morrow, president of the British Dental Association. Mr J. Henderson, vice-chairman of the PSGB Scottish Executive, was prevented from attending by snow-blocked roads in the Edinburgh area. Another absentee was Mr J. Kerr, a former PSNI president, who had been taken into Belfast City Hospital earlier in the day. On Tuesday this week, Mr Kerr was said to be making "good progress".

## Fellowship certificates

Certificates were presented by Mr Moore to the two new Fellows of the Society—Mrs C. B. A. Watson and Mr Malachy Mooney. Mrs Cora Watson qualified in 1948 and entered her father's pharmacy on the Albertbridge Road, Belfast. Since her father's death she has carried on the business on her own behalf. Mrs Watson was president of Ulster Chemists Association in 1964 and elected to the Society's Council in 1970; in 1974 she was elected president—the first lady to be so appointed (her father held the office exactly 30 years earlier). In 1975 she was elected a Fellow of the Pharmaceutical Society of Ireland. Mrs Watson had good taste in floral decoration, adding to the appearance of the lecture hall on many occasions, and had assisted in providing refreshments. "In a quiet and



Mrs Watson and Mr Mooney receive Fellowship certificates from PSNI president, Mr S. Moore

unassuming way she has made a considerable contribution to pharmacy in Northern Ireland" said Mr Moore.

Mr Mooney qualified in 1941 and for many years until his retirement conducted his own pharmacy at Carlisle Circus. Mr Moore described Mr Mooney as "a back-room boy." He was UCA president in 1957 and is at present treasurer of both UCA and the Pharmaceutical Contractors Committee; he has also served on the Society's Statutory Committee. Mr Mooney is currently captain of the Chemists Bowling Association and a golfer.

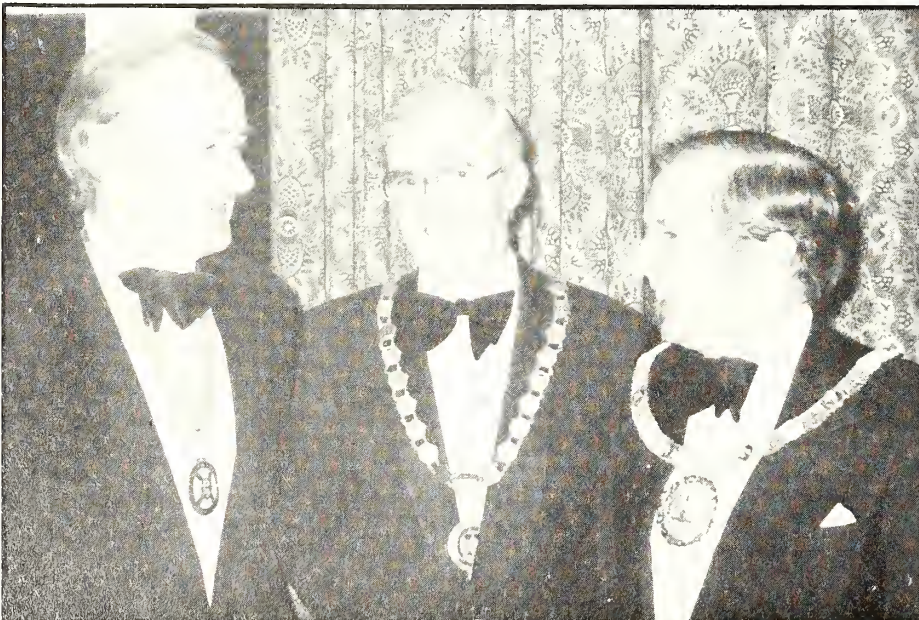
## PSNI Council

# Survey confirms value of the pharmacist

A survey carried out last year in a selected sample of 56 Northern Ireland pharmacies has confirmed that the pharmacist plays a major part in primary health care.

The survey, due to be published shortly, highlights the services given by pharmacists beyond those normally required in dispensing NHS prescriptions. Another section investigates the level of supervision of OTC sales of medicines and a third covers the number and nature of consultations with the public. Mr Kerr reported to the Pharmaceutical Society of Northern Ireland's Council meeting this month that the results, generally, were similar to those for the 1973 survey which were not statistically acceptable because the sample was self-

A trio of presidents (left to right): Mr M. Shannon (PSI), Mr S. Moore (PSNI) and Mr J. Balmford (PSGB)





selecting and the level of OTC sales of medicines was well below the national average. The president referred to the death of Mr R. J. G. McDonald's five-month old child and it was agreed that a letter conveying the Council's sympathy be sent to Mr McDonald.

### Draft Order

The secretary reported that he had received a copy of the draft Statutory Rules (Northern Ireland) Order 1979, which was a proposed consolidation of the Statutory Rules Act (Northern Ireland) 1958 and the provisions amending it. The order was a strict consolidation and did not purport to make any change in the existing law. He had presumably been sent a copy because the Society and the Council were rule-making authorities. The tenth progress report on the review of medicines had been received together with notes on licensing procedure in connection with the review of product licences (human medicines).

Reports from the Finance, Ethical and House Committees were adopted. Presenting the latter, Mrs Watson said the committee had met to consider estimates for redecorating parts of the Society's House. Part of one estimate had quoted a figure so much more than that quoted in others that the figure was checked, but only a small reduction in the amount resulted. It was hoped that interior work could shortly be undertaken; the exterior work should be delayed until better weather arrived.

Mrs O'Rourke reported that a successful meeting of the Lurgan, Portadown and Armagh District Branch had been held at the Brownlow health centre, Craigavon, on March 12 where a film was shown and a discussion followed. There was a good attendance and she congratulated Miss M. J. Watson, chairman, and Mr M. V. A. Napier on the success of the evening. Miss Watson explained that the meeting had been sponsored by Roche Products Ltd and the branch was particularly indebted to Mr N. D. Hall and his company for their support. The president said he greatly regretted his inability to attend because of another engagement.

The secretary reported that the president, vice-president, Mr Kerr and Mr O'Rourke had agreed on nominations for membership of each of the four health and social services boards. The nominations had already been submitted to the Department of Health.

### Campaign material 'lost'

In reply to a question about the "Respect for medicines" campaign the secretary said some more material had arrived since the last Council meeting. Most of what he received came in polythene bags supplied by the Post Office when the original containers were not sufficiently strong. It looked as though much of the material had been lost in transit but he would send out what he had at the first opportunity. The posters and leaflets in connection with the Action Cancer service had been delivered to

him, and could be sent out with the "Respect for medicines" literature.

Mr O'Rourke asked if a meeting had yet been arranged with representatives of the Northern Ireland Veterinary Association. The secretary said he understood the Council's suggestion that a meeting be arranged was being considered and hoped shortly to have some possible dates. The president said he had been approached by an official of the Association who told him that veterinary surgeons were anxious for such a meeting. Mr O'Rourke said some of his colleagues on the Ulster Chemists' Association's executive committee were concerned about the present position on sale of veterinary medicines. He suggested that representatives of the Council and of UCA should meet prior to the meeting with representatives of the Veterinary Association. This was agreed.

The secretary reported that he had received from the Department of Health a letter stating that a report of the Survey of General Medical Practice in Northern Ireland in 1976 (ISBN 033707 1934) was now on sale at Stationery Office, Belfast (£2.50). A survey was undertaken in 1965-66 but its objectives were limited and the findings were not published. The first comprehensive survey was carried out in 1970 and published by the then Ministry of Health

and Social Services. A further survey was carried out towards the end of 1976 to up-date the information derived from the 1970 survey. Parts 1 and 2 of the report present the factual findings. Part 3 records the views impressed by general medical practitioners on a number of topics including health centres, administration in general practice and the interaction of general practice with the hospital service. It was agreed that a copy of the report be purchased.

The applications of Clare Marie Passmore, Flat 29, 38 Windsor Park, Belfast BT9 6FS, and Rosemary Deehan, 4 Eileen Gardens, Belfast BT9 6FW, for registration as students were granted.

## Bombed again

Northern Ireland towns suffered a bombing campaign, last week. In the 17 towns, banks were the main targets but in Dunganon, a massive bomb placed in a trailer, wrecked Scotch Street, exploding immediately opposite the pharmacy of Mr Cecil McCrea. Substantial structural damage to the building resulted although Mr McCrea is continuing business on a limited scale from the rear of his premises. Other pharmacies in the town have lost windows, some not having been repaired since an attack a week earlier. No one suffered serious injury.

## LETTERS

### Preregistration report welcomed

After full discussion by the professional working party and at a national meeting of the Joint Boots Pharmacists Association, our organisation welcomes the report of the working party on preregistration experience because it will give a greater control on the preregistration year. However, JBPA would like to comment on the following areas within the report:—

*5.2 Common core of experience:* The common core experience listed is most suitable for all preregistration students.

*5.3 Special experience for graduates in general practice:* The special experience listed is appropriate for graduates trained in general practice.

*5.7 Study days:* A certain number of study days for preregistration students are desirable. However, we feel some exemption should be available for companies and institutions able to offer suitable training within the scheme.

*6. Structure of the preregistration year:* The report proposes a better course for students who want split training periods in two facets of the profession. However, it might also be desirable to allow split periods at two general practice establishments, but should be an optional feature of the training rather than compulsory. Where experience had not been obtained in general practice a period of "acclimatisation" should be

necessary before a pharmacist is appointed to a position with the responsibilities of a sole pharmacist in general practice.

*7. Assessment:* The overall idea of assessment by the Pharmaceutical Society is right. However, the proposed structure detailed in the report is too long and cumbersome. Also, it should occur nearer the end of the preregistration year. Therefore, there should be a responsible pharmacist appraisal sent to the Society at about 16 to 20 weeks and an oral appraisal by the Society at about 43 weeks. The fees for the Society assessments should be reclaimable as suggested in the report.

*8. Conditions of Approval for preregistration experience establishments:* The responsible pharmacist should be approved to train preregistration students and should attend training courses organised by the Society. However, where a company or institution holds suitable training courses, those responsible pharmacists concerned should be partially exempted from the Society courses.

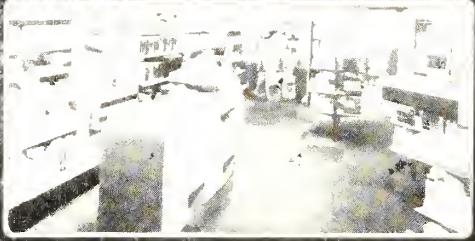
*9.4 Further consultation:* JBPA welcomes further consultations with the Society membership on the future changes in preregistration experience—and would hope that JBPA would be approached on these matters.

*10. Long term considerations:* The proposed sandwich courses mentioned in the report (ie a four-year academic and practical course) would not be desirable since the course could become too academically orientated in nature and lose the principle of the "practical training" in its final year.

**L. M. Ashley,**  
Publicity officer, JBPA.



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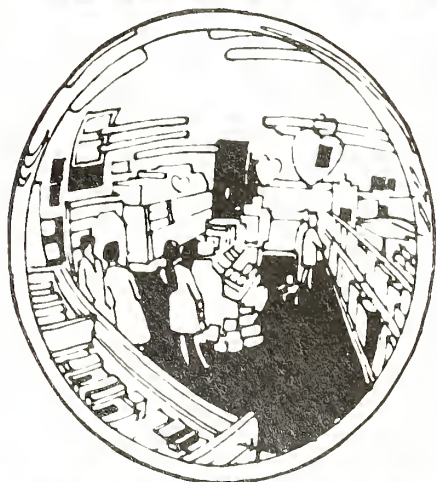
## The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general subjects, including music and the arts.

*For additional information, or to apply for assistance, write to:*  
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# Revlon invite critics to a 'face-to-face'

Revlon admitted a poor supply performance but vigorously defended their marketing strategies when they played host to 350 independent chemists and their staffs in London last week. It was a novel experience for a leading cosmetics house to meet its critics face-to-face, and both sides took the opportunity to air grievances—not least Revlon about some chemists' approach to modern market conditions.

The meeting, held under the auspices of the National Pharmaceutical Association, began with a provocative address by Mr Charles Scanlan, Revlon UK's managing director. Everything done by the company was for sound commercial reasons, but always with honourable intentions, he said. Revlon's worldwide sales were almost \$1.5 billion in 1978 and in the UK were up ten times in ten years, against market values of about three times. But for UK chemists there was decline rather than growth in many cosmetics and toiletries sectors. For example: -

	Market growth		Independent chemist share	
	1974	1978	1974	1978
Fragrance	£29.7m	£47.2m	20	18
Lipsticks	£ 6.9m	£11.3m	17	14
Nail colour	£ 6.3m	£ 9.7m	22	13
Eye make-up	£10.7m	£15.7m	20	11
Deodorants	£25.6m	£33.0m	17	12
Conditioners	£10.5m	£18.6m	22	14
Shampoo	£22.4m	£39.5m	15	10

Source: AGB

Against that trend, independent chemist Revlon stockists had increased their Revlon turnover by three times over the same period. "We want the co-operation of independent chemists," Mr Scanlan went on. Revlon had new products that were particularly suited to them, requiring low investment and therefore producing better profit ratios.

Other retailers were now "knocking at the door" to handle cosmetics, but chemists had been losing share even without that potential new competition. Revlon had been charged with being inefficient and too "arrogant"—"if that's

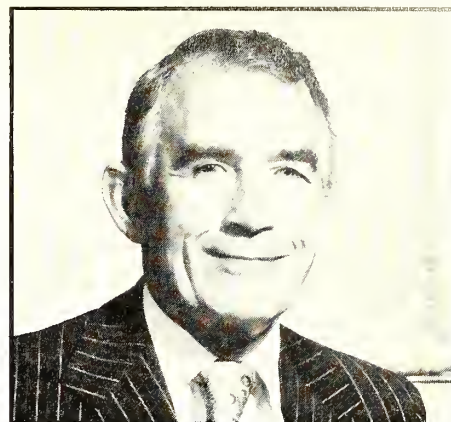
what you think, we'll have difficulty changing your view", said Mr Scanlan. However, other chemists had accepted Revlon "warts and all" and their tills proved the value of working with the company. The key to success was merchandising—changing, as had other retailers, from indifference to positive merchandising and profitable selling. Revlon were as interested as ever in franchise, where the franchise was properly identified, Mr Scanlan assured his audience.

## A range for everyone

There followed an audio-visual presentation of Revlon's market position and product range plans, after which the meeting was opened for questions. Asked about the effect of pharmacy closures on chemists' market shares, Mr Scanlan referred to the fact that Revlon were represented in only one in ten independent chemists and one in four Boots branches. However the company believed it had a range for every shop—the right product at the right price. Mr Scanlan did not consider the whole Revlon brand should be carried—"You must merchandise that part of the range you can sell".

Told that Revlon had good products but did not "deliver" (a sentiment which received widespread support), Mr Scanlan replied "Do you think I want to turn away sales?" And he explained to a later questioner—who had complained that those who wanted to "go in strong" with Revlon could not get firm dates for promotions—that the operations unit in Maesteg was under European, not UK control. Revlon International were taking steps to improve the situation but it would take time—"I can't say you'll get all you want next month".

Another questioner suggested that Maesteg should be geared to ensuring continuity of stock-line supplies rather than to promotions, and Mr Scanlan agreed. An example of supply failure came from one chemist who had received two foundation shades with three testers for different shades. He was prepared to



Mr Charles Scanlan

advertise promotions locally but could not do so with such a service: "I might just as well throw them in the bin", he complained.

Revlon were also challenged on the availability of some ranges in non-franchise outlets. Mr Scanlan stressed that ZP11 and Flex were necessarily on wider distribution in order to justify the high advertising and promotional support required. But he dismissed allegations of "dual pricing", pointing to the low price offered through Numark in January. That did not convince one chemist, who claimed to be able to buy through a cash-and-carry when stock was not available from Revlon themselves. Mr Scanlan replied that the products had been introduced to the retail grocery trade, but not to their wholesalers. That led to the charge that whereas chemists had to take the whole of franchised ranges, Woolworths appeared to have only some of the top sellers such as Charlie. Mr Scanlan denied emphatically that such supplies came direct from Revlon—and he alleged that lines which appeared in non-franchise outlets sometimes came through chemists.

Summing up, Mr Scanlan advised chemists first to decide whether or not they really wanted to stock cosmetics and fragrances. If they did, they should decide who their customers were and what could be sold to them. "Concentrate on five franchises—and do it properly" he concluded.

Further joint NPA/Revlon meetings are due this week (Manchester) and on April 4 (Glasgow).

'Before-and-after' pictures from a Revlon pharmacy outlet shown during the company's audio-visual presentation





# COUNTERPOINTS

## Beecham, Scott & Bowne: a specialist chemist team

Beecham have formed a new "specialist" sales force to call on chemists and department stores as part of a streamlined sales operation. The new team will be known as Beecham, Scott & Bowne (following the acquisition of S&B by Beecham last year) and it will be one of three teams to call on chemists—the others being Beecham Toiletries and Beecham Proprietary Medicines.

The new unit will include all the former S&B staff, augmented by members of the Beecham Toiletries sales force. Backed by a marketing group led by Gill Berwick it will sell S&B brands such as Fenjal, Skol, Face-up, Pretty Feet, Sta-blond and Restoria, plus Picot perfumes and Pagan Man. Additionally, it will also take over such Beecham products as Odol, Pure Silvikrin, Silvikrin hair cream and hairdressing, Countess, Shaders and Toners and Softly Blonde.

Commenting on the move, Gavin Bell (national sales manager for Beecham Scott & Bowne) says: "Beecham have in the past been structured to selling and marketing high turnover toiletries. Categories like toothpaste have traditionally offered the biggest opportunities for growth in both chemist and grocery outlets. Beecham therefore, have adopted a very aggressive promotional strategy which has resulted in considerable success in all outlet types and produced many dominant brand leader products.

"I believe, however, that in the future a major opportunity lies principally in the chemist trade because those product categories showing most growth at present—for example, perfume or skin care—are led by premium-priced brands which are most suitably marketed through chemist outlets.

"By merging the expertise of two such well established companies as Beecham Toiletries and Scott & Bowne, chemists will be provided with a special-

ist sales service and exclusive opportunities for increasing sales volume. Every one of the new range of Beecham Scott & Bowne products is strongly established and sells on its own merit; none are dependent on heavy discounting activity to generate turnover and each brand already has a loyal group of users." Beecham also plan to use the new unit as a foundation for launching and developing specialised new product ranges.

Sid Whiteside, as national accounts and operations manager, will assist Gavin Bell, and Roy Nicholson (30 years with Scott & Bowne), becomes southern district manager with Alistair Rainnie northern district manager.

Simultaneously with the above move, Beecham Toiletries are to streamline their sales operation by combining the grocery and retail organisations. The developments follow the appointment of John Hammond as general sales manager, and of Bob Mould as field sales manager. The grocery and retail sales force will merge at regional level to form four new sales regions, each with a regional manager having an extended scope and authority. Special accounts managers will be integrated within the regional teams and retitled regional account managers. Taking over the existing specialist sales force sector is Tom Ford.

The national accounts department deals with organisations that cover over half of Beecham's toiletry sales and of this, grocery multiples are responsible for 60 per cent. Brendan Oliver is national accounts sales manager (grocery) and appointed national accounts sales and marketing manager (with the special brief of concentrating on strategy), is Roger Blaney, who also takes over as head of national accounts. Trevor Phillips is sales co-ordination manager.

## CPC phase out Gerber babyfoods

CPC (United Kingdom) Ltd are to stop producing Gerber babyfoods. Instead, they are to spend over £2 million in converting the production facilities at their Paisley factory to make other products under the Knorr brand name.

Although babyfoods production will cease in about one month's time, warehouse stocks should be available for three or four months. The company recommends that retailers advise mothers to switch to alternative brands—there are no plans to advertise the withdrawal to consumers as this might "undermine their confidence", according to Mr Alex Parker, consumer foods operations director. No arrangements are being made to take back stock. The babyfoods advisory service will continue to run until at least the end of the year.

The facilities and working capital released will be used to develop new food products, none of which are likely to be chemist lines. The company believes its action offers more opportunity for growth than staying in the babyfoods market which has declined from about £146 million units in 1969 to £160 million last year. Gerber babyfoods range was launched in 1964 and had a brand share of 18 per cent. *CPC (UK) Ltd, Claygate House, Esher, Surrey.*

## Biactol test in Midlands

Richardson-Merrell are currently test marketing Biactol (150ml £1.15), anti-bacterial face wash, in the Midlands television area. The company says that the product has been formulated to wash the skin "clinically clean to keep it clear of grease, skin debris and pore clogging dirt, therefore helping to prevent spots and blemishes." *Richardson-Merrell Ltd, 20 Queensmere, Slough, Berks SL1 1YY.*

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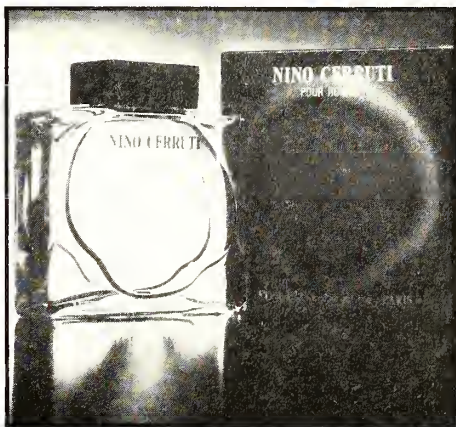


# Parfums Roberre launch Nino Cerruti pour homme

Parfums Roberre are introducing Nino Cerruti pour homme to be available for sale through 300 selected outlets including large chemists from June. Nino Cerruti, the man, is acknowledged as one of today's foremost fashion designers for men. His work is said to be quietly setting the trend that sooner or later will be followed by the mass marketers. Latterly he has also entered the world of women's fashion.

Robert Wulff of Parfums Roberre believes that in Nino Cerruti pour homme "we have created a totally new concept in men's fragrance, far removed from the heavy, arrogant, perfumed products which have enjoyed popularity in recent years. It is subtle, understated and very elegant. It's a love-or-hate fragrance which is exactly the way we wanted it to be—it certainly isn't for every man."

Nino Cerruti pour homme (prices ranging from £2 for the 25ml trial size eau de toilette to £13.50) is top noted with jasmine and contains 130 other ingredients which provide notes of spice and woods. The packaging is said to represent Nino Cerruti's own philosophies. It is a shape within a shape—the outer representing the confines and strictures of our lives and the inner, irregular asymmetrical design representing the world of human emotions. This theme is echoed on the boxes where the inner colouring of red is bounded by grey.



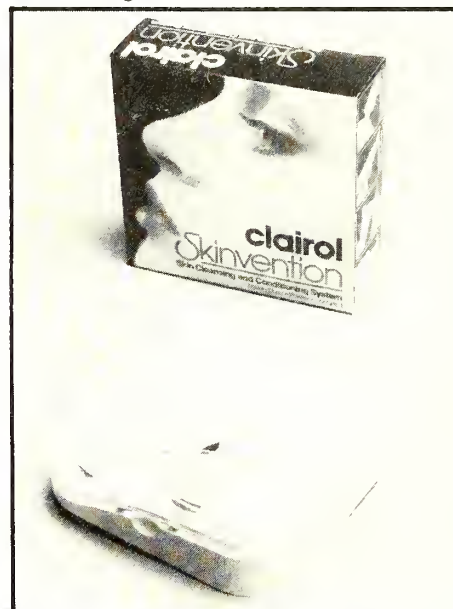
The product range comprises after shave, eau de toilette, moisturiser, shave foam, roll-on deodorant and soap. This range will probably be extended later in the year and the company is currently working on a complementary feminine fragrance.

To support the UK introduction, (the collection will also be available in France, Germany and Scandinavia, and ultimately in Italy and Spain) an advertising expenditure of £150,000 is planned and will include a colour campaign in leading magazines and the Sunday supplements. Sampling will also form an important part of the launch, as will increasing emphasis on Nino Cerruti, the man. *Parfums Roberre Ltd, 44 Portman Square, London W1A 1DY.*

# Crazy curls and clean skin from Clairol

Clairol Appliances have changed the colour of their Crazy Curl product (£12.95). It is now the same emerald green as the Clairol 1200 hairdrier. The pack has been redesigned to give Crazy Curl "a more up-to-date image and more shelf impact". The main selling points are now listed on the front of the pack—the fact that it is a steam styling wand, is multi-voltage and has a heat resistant sleeve for travelling.

The company is also entering the skincare market with the launch of Skinvention (£11.95). This is a battery operated power handle with four different rotating attachments—a facial brush,



body brush, skin buffer and pumice stone. The launch is being backed by a "skin is in" promotion with 1/4 million consumer leaflets, car stickers and badges available. There is also a £50,000 advertisement campaign planned between April and August in leading women's magazines. The product and the advertising are targeted towards people who have a good skin and want to keep it that way, at women aged between 20 and 30 who are regular users of cleansers and moisturisers.

A reminder, too, that as we announced last week (Beauty Business supplement, p23), Clairol are test marketing a range of shampoos in the Westward, Harlech and Southern television areas. Natural Balance shampoos (95ml £0.44, 190ml £0.72) are described as "high quality pH balanced shampoos", with a range of four variants—meadowsweet for dry hair, marigold for normal hair, rosemary for problem hair and lemon balm for greasy hair. *Clairol division, Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks.*

# NPA bottles

A few changes have been made to the NPA range of hot water bottles in order to both update the styles and to improve their quality and competitiveness, says the company.

The Meteor bottle (£1.90) has undergone a pattern change. The new pattern is said to have already proven itself to be a best seller on the continent. The deluxe quilted bottles (2.75) will be in a new floral design in two colours, blue and pink and the method of quilting will be by welding rather than stitching, to prevent the quilting coming apart. New Twinheat (£2.10) and Superheat (£1.95) are available at competitive prices and the Cosy rubber stopper bottle has been dropped from the range. *ICML, Warminster, Wilts.*

# Derrick five

The Derrick men's fragrance range from Orlane has been extended by the addition of five new products. Mousse à raser shaving foam (155g £2.95), after shave balm (150ml £6), stick deodorant (£2.50), shampooing gel (150ml £4.50)

and soap (£2.50) will be launched later this month.

Orlane have also repackaged their Tan Orlane product (£4.75) and introduced their Lait Solaire in a new tinted version (£4.75). *Orlane Cosmetics (UK) Ltd, 21 Grafton Street, London W1X 3LD.*

# Fruit follies from Babe

Fabergé are adding a new range of spring colours to the cosmetic shades in the Babe range. Called "fruit follies" they comprise blueberry with breeze blue, apple green with honeydew, sunshine mocha and soft peach and sun-berry peach with strawberry mousse in cremepowder eye shadow duos (£2.25), a new addition to the range, and raspberry ripple, loganberry, cool grape and strawberry in Babe lip colour (£1) and Ceramic Glaze nail polish (£1).

Kiku, Xanadu and Tigress dusting powders and talc shakers are currently available for sale at half the normal price. Dusting powders £1.60 and talc shakers £0.85. *Fabergé Inc, Ridgeway, Iwer, Bucks.*



# COUNTERPOINTS

## Chemists lose ground to other outlets

While the battle continues to rage about whether or not more cosmetics should be sold through supermarkets, the latest IPC Cosmetics and Toiletries Survey for the period January to December 1978 indicates quite plainly those areas in which chemists are losing ground to other outlets, notably supermarkets.

A useful part of this survey is that it includes tables which ask the sample of 4,293 women between the ages of 13 and 64 where they last purchased various items. The survey pinpoints certain specific outlets dividing chemists into Boots and "others". The share of the shampoo market taken by all chemists is 52 per cent (Boots 34, others 19) while grocery and supermarket outlets account for 24 per cent. Many women are learning to buy shampoos from their supermarket but they still prefer to buy conditioners from a chemist: total 61 per cent (Boots 38, others 23), grocery 9.

The chemists group as a whole is holding its own as far as sales of cosmetics go, although Boots contributes to this total in large measure, and the figures for department store sales are creeping up, often overtaking those for "other" chemists.

The majority of women still prefer to patronise chemists in order to buy spot removers and sun preparations. But while 65 per cent still buy their sanpro products

in a chemist (Boots 39, others 26), 20 per cent are now doing so in the supermarket, usually picking up their toothpaste at the same time. Chemists sales of toothpaste amount to 41 per cent of the total (Boots 25, others 16), while grocery outlets now take 40 per cent. Deodorants too are losing ground in chemists; their total amounts to 52 per cent (Boots 34, others 18) while grocers take 19 per cent, having already overtaken the independent chemist.

Trends indicated by the survey show a drop during 1977 and 1978 in the percentage of women using hairsprays—from 51 per cent to 45 per cent. Hair dressings, conditioners, and cream rinses, on the other hand, increased in usage during this period by three points to reach 41 per cent, whilst the percentage of women using shampoos has remained steady at 88 per cent. A three percentage drop was shown from 18 to 15 per cent for setting lotions and sprays.

Other smaller changes in trends include a two percentage points increase in those using face cleansers, and a two points drop in face powders.

(Copies of the survey may be obtained at £125 for the first copy, £170 for two copies, and £30 for each additional copy from Mr David Trown, IPC Magazines Ltd, Lavington House, Lavington Street, London SE1 1BR).

## Easter savings on NPA products

During April, NPA offers to the consumer will include 5p off Lotus nail polish remover, 7p off the three varieties of Lotus shampoo and Lotus bubble bath—pine and cologne—2p off the 12oz blackcurrant health drink, selling at £0.34, and 3p off the 17½oz blackcurrant health drink, selling at £0.47, 3p off all cotton wool except the large nursery wool, where the saving is 6p, and 5p off Spontex sponges. Case bonuses are being offered on all these lines to member chemists as they are on facial tissues 150s, Nuhome toilet rolls, Nuhome kitchen rolls, hot water bottles and Superframes. ICML, 51 Boreham Road, Warrminster, Wilts.

## Stugeron in travel wallet

Janssen Pharmaceutical Ltd have introduced a Stugeron travel wallet for OTC sale. The weatherproof wallet contains a push-pack of 25 cinnarizine 15mg tablets (£1.25; 10 wallets, £7.70 trade) with advice on prevention of travel sick-

ness both at sea and on land. A recent trial in *Yachting Monthly* highlighted the drug's action in preventing seasickness (C&D, February 17, p174). Janssen Pharmaceutical Ltd, Janssen House, Marlow, Bucks SL7 1ET.

## Labosept new look

Labosept pastilles have been given a new look with the same number of pastilles in a smaller pack. The price remains the same. Laboratories for Applied Biology Ltd, 91 Amhurst Park, London N16.

## Powerful displays from Braun

Braun UK have introduced some new display material for their recently introduced Super Compact 1000 watt drier (about £8). The material consists of a shelf and counter unit, holding six driers which emphasises the 1000 watt power story with a dramatic visual. To back up the display showcards, window stickers and shelf barkers with the same theme are also available. Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.

## Cinnabar collection from Lauder

Cinnabar is the name of a new fragrance from Estee Lauder which forms part of the new Cinnabar collection. The fragrance itself is described as rich and opulent, spiced with exotic floral notes and the collection is said to be "the logical extension of Mrs Lauder's fashion philosophy—a coming together of colour, fragrance and fashion".

The fragrance is available as an eau de parfum spray (15g £6, 50g £10), an eau de parfum (60ml £10) a parfum (7ml £15, 14ml £22 and 30ml £35), a soap (100g £3.75) and as a dusting powder (115g £6.50). Re-nutriv lipstick (£3) and lustrous nail lacquer (£2.25) will be available in Cinnabar red, and jewel-



lery accessories finish off the collection.

Each jewellery item contains Cinnabar solid perfume which is meant to smooth over skin "like the slither of finest silk". There is a ginger jewel pendant (£18) and a treasure of the orient necklace (£18) and compact (£15). These products will be available exclusively at Harrods for two weeks from April 9 and will then be available for sale throughout the country at outlets stocking the Estee Lauder range. Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH.

## ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

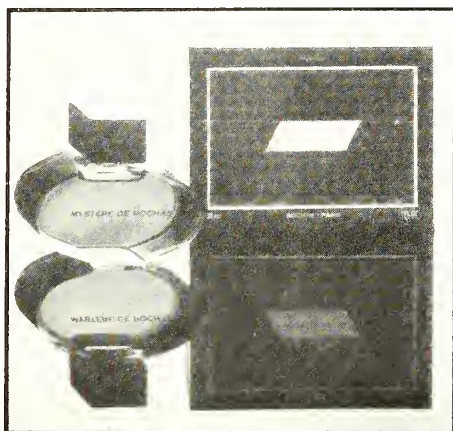
**Alberto VO5 shampoo:** Y, NE  
**Alberto balsam conditioner:** All except U, E  
**Alka Seltzer:** All except A  
**Anadin:** All areas  
**Aspro Clear:** All areas  
**Buf Puf:** Ln, Y, NE  
**Crest:** Sc, G  
**Head & Shoulders:** Ln, M, Y, Sc, U, G  
**Natural Balance shampoo:** WW, So, We  
**Nomor Grey:** Y, NE  
**Refresh:** U  
**Wondra:** Y, NE  
**Zest:** M, Lc, Sc, B, G



# Rochas extend distribution of their new perfume

Rochas Perfumes launched their new fragrance, *Mystère de Rochas*, into major department stores in the autumn of last year. They are now extending distribution and the new perfume is available for sale through all officially appointed stockists in the UK. The company has planned a trade incentive scheme, mainly for pharmacy outlets they say, which offers gifts of either a Paris-designed *Mystère de Rochas* watch or a perfume pendant.

*Mystère de Rochas* has been described as "more than just a new perfume. It is a true reflection of the life-style and personality of the woman of today. Contemporary, enterprising, imaginative and sophisticated." The first impression is of cool green freshness which develops into the heady sweetness of exotic white flowers and a sophisticated note of frangipani adds an oriental touch. Underlying all this is the "mystery" of the fragrance, says the company, an elusive woody note created by Rochas. Prices



for parfum, eau de parfum and natural sprays, range from £9.50-£46. To obtain the Rochas gifts retailers have to sell either 12 or 24 items from the range during the period April 2-May 19 and they will then receive the pendant or watch respectively. *Rochas Perfumes Ltd, 27 Grosvenor Street, London W1.*

## Bergasol display



Chefaro Proprietaries have introduced a new display unit for Bergasol this year. It is a yellow and brown plastic double tier counter unit which features the "accelerates natural tanning" story on the headboard. The unit is divided into four categories to aid consumer selection; there are high protection products for fair and sensitive skins, ultra tanning lotions for fast tanning, sun lotions and creams to moisturise and deepen the tan and after sun products to prolong it.

Two display parcels are available to chemists only—either 120 or 60 items. Thirty item display parcels are also available through wholesalers. Diane Kay, product manager comments that, "with

the influx of new products this year it will be more important than ever to help the consumer select the right products for their skin type".

Bergasol are backing the range with a national advertising campaign in women's magazines, and hold a "tactical budget in reserve" to maximise on sales when the sun is actually shining. "The sales boom in May last year has shown how important it is to stimulate the brand early in the season," concludes Diane Kay. *Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey SM4 5DZ.*

## April offer to Unichem members

Unichem's first 1979 consumer promotion—"Coin-a-caption"—is built around seven leading products from major manufacturers (*C&D*, March 24, p378). It is these products that are on special offer to shareholding members only, from April 2-27. The products are: Colgate Dental Cream, Elastoplast airstrip and Elastoplast stretch fabric, Harmony hairspray, Johnson's baby powder, Kotex Simplicity 10s, Lil-lets 20s and Radox salts. *Unichem Ltd, Crown House, Morden, Surrey.*

## Ceva address

In our February 17 issue (p178) we gave an incorrect address for Ceva (UK) Ltd. The address is 10 Millbrook Road, Southampton, Hants.

## Spring launches from Quant

Mary Quant has introduced ten new skin care products. Commenting on the launch Mary Quant says, "the most significant ingredient of my skin care programme is collagen. It is not the fountain of youth and I promise no miracles, but I do promise that people who use my skin care routine every day will have softer and more supple skin".

Gentle cleansing lotion, alcohol free-freshner and enriched moisturising lotion are recommended for dry skin; active cleansing lotion, refining toning lotion and protective moisturising lotion for normal skins and stimulating cleanser, stimulating astringent and balanced moisturising lotion for oily skins. All these products (£2.50) are available for sale now, as is the gentle eye make-up remover (£2.25) which is said to be suitable for all skin types.

Also available now from Mary Quant cosmetics are her spring fashion colours. New Soft Focus eye shadows (£1) are grape, pistachio and hazelnut; lipstick (£1.10) and nail polish (£0.75) in cranberry, chestnut and damson and Blush-baby blusher (£1.75) in sugar almond. They are called her "fruits of fashion" colours. *Distributors: Smith & Nephew Cosmetics Ltd, Hook Rise South, Surbiton, Surrey.*

## SMA sales increase

Despite the fact that clinics—without overheads or a requirement to make a profit—sell infant foods at rock bottom prices, recent statistics show a sharp upturn in the trend of chemists' sales of the SMA range, say Wyeth Laboratories. Comparing the final quarter of 1978 with the corresponding period the previous year, total percentage unit sales via independent chemists increased by 44 per cent.

"Obviously this trend is significant," says Mr David Pollard, marketing manager of Wyeth's nutritionals division. "It points to the increased turnover and profit in SMA for the chemist who sets out to give a service to mothers with small babies." *Wyeth Laboratories Ltd, Taplow, Maidenhead, Berkshire.*

## New Kodak products

At a recent Press conference in New York, Eastman Kodak Co announced new Kodak instant cameras, a new electronic flashgun and an improved PR10 instant print film. The products will be available for sale in the United States and Puerto Rico later this year and further details will be issued at a later date. *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU.*



## Anti-anxiety drug with 'minimal sedation'

Clobazam is the first of a new class of anxiolytic agents—a 1,5-benzodiazepine. While having a similar anti-anxiety effect to conventional benzodiazepines, this minor tranquilliser is claimed to cause minimal sedation and muscle relaxation. When tested by means of laboratory techniques and car driving tests, clobazam in normal doses did not significantly impair psychomotor performance. Chemically, the drug differs from the conventional 1,4-benzodiazepines in that the nitrogen atoms in the diazepine ring are in the 1 and 5 positions and the keto group is in the 4 position.

### FRISIUM capsules

**Manufacturer** Hoechst UK Ltd pharmaceutical division, Hoechst House, Salisbury Road, Hounslow, Middlesex

**Description** Powder blue opaque hard gelatin capsule printed with "Frisium" on both cap and body, containing clobazam 10mg

**Indications** Acute or chronic anxiety, tension and agitation. May be used with antidepressants in anxiety associated with depression

**Dosage** Adults—10mg three times daily, usually, but 10mg twice daily may be sufficient particularly in the elderly. Up to 60mg daily has been used in hospitalised patients with severe anxiety. Children—over three years of age, dosage should not exceed half the recommended adult dose. Not recommended for children under three

**Contraindications** Myasthenia gravis; hypersensitivity to benzodiazepines

**Precautions** May potentiate the effects of central nervous system depressants such as alcohol, analgesics, hypnotics and neuroleptics. The ability to drive or operate machinery may be impaired in patients who are particularly sensitive to the drug or taking high doses. Should not be used in pregnancy, especially during the first trimester, unless there are compelling reasons. May appear in breast milk. Doses should be reduced in impaired renal or hepatic function

**Side effects** Drowsiness, dizziness or dryness of mouth have been reported, more likely at the beginning of treatment, often disappearing with continued treatment or dose reduction

**Storage** In a cool, dark place in the original containers

**Packs** Blister pack of 100 (£5 trade)

**Supply restrictions** Prescription Only

**Issued** March 1979

### CYCLOBRAL capsules

**Manufacturer** Norgine Ltd, 59 High Holborn, London WC1V 6EB

**Description** Pink/brown hard gelatin

capsule imprinted "Cyclobral" and containing cyclandelate 400mg

**Indications** Peripheral vascular disorders—intermittent claudication, Raynaud's syndrome, night cramps, acrocyanosis, cold extremities, chilblains and "restless legs". Cerebral vascular disorders—chronic cerebral insufficiency, impaired mental function, dementia, confusion, dizziness and the sequelae of strokes

**Dosage** Adults 400mg three or four times daily. Cyclobral is not recommended for children.

**Contraindications** Acute phase of cerebrovascular accidents or recent myocardial infarction. Actual or incipient peripheral gangrene or frostbite

**Side effects** Nausea, gastro-intestinal distress or flushing may occur

**Storage** In a cool dry place

**Packs** 250 (£18.20 trade)

**Supply restrictions** Pharmacy only

**Issued** April 2, 1979

### MITOXANA injection

**Manufacturer** W B Pharmaceuticals Ltd, PO Box 23, Bracknell, Berks

**Description** White powder in vials for injection containing ifosfamide 500mg, 1g or 2g for dissolving in water for injections

**Indications** A cytotoxic alkylating agent for tumours of testis, pancreas, ear, nose and throat, ovary, bone, breast, lung, gastro-intestinal tract and kidney; response has also been obtained in lymphomas and soft tissue sarcomas

**Dosage** Usual total for each course is 8-10g/m<sup>2</sup> divided as single equal daily doses over three to 10 days, repeated after a drug-free interval of two to four weeks. To date a maximum seven courses has been given in a treatment period; many patients have received further treatment periods following relapse. Minimum three courses advisable. See literature

**Contraindications** Known hypersensitivity. Severe renal or hepatic damage. Haemorrhagic cystitis. Should not normally be given during pregnancy nor to breast-feeding mothers

**Precautions** Should be used only by doctors experienced in use of cytotoxic drugs. Patients should practise contraception and be warned of potential risk to possible future progeny. Renal toxicity is usual dose-limiting factor and daily monitoring of urinary protein and erythrocytes, and frequent monitoring of blood urea is recommended. Not recommended for non-malignant conditions. See literature

**Side effects** Cystitis, haematuria, confusion, lethargy, tonic-clonic spasms, motor unrest, emotional lability, disori-

entation, amenorrhoea, azoospermia, alopecia, stomatitis, diarrhoea, reversible changes in liver function, dermatitis, venous irritation, allergy and pulmonary fibrosis. Nausea and vomiting can be reduced by prior administration of anti-emetics

**Storage** Store below 30°C; protect from light. Solution should be used within two hours of preparation

**Packs** Dry vials—500mg (£5.52 trade), 1g (£9.63) and 2g (£17.72)

**Supply restrictions** Prescription Only. Available only to hospitals

**Issued** April 2, 1979

## Deodorising ostomy flatus filter

The latest addition to the Hollister range of ostomy products is a deodorising flatus filter which forms an integral part of the stoma bag. There is no need for the patient to fix any accessories onto the bag or pierce holes in it. When gas enters the bag, it is released automatically through the filter and passes through activated charcoal granules with odour absorbing properties.

The filter is now available on Hollister karaya seal and adhesive stoma bags and it is understood that it will be available on more Hollister bags in the near future. *Abbott Laboratories Ltd, Queenborough, Kent.*

## Beta-cardone calendar packs

Duncan Flockhart & Co Ltd, are introducing two new blister calendar packs. Beta-cardone M (£4.30 trade) contains 28 tablets of sotalol hydrochloride 200mg and Beta-cardone S (£0.95) contains 14 tablets of sotalol hydrochloride 80mg. Supplies will be available from wholesalers on April 2. *Duncan Flockhart & Co Ltd, Birkbeck Street, London E2.*

## New pack and price reductions

Berk Pharmaceuticals are introducing a 5,000 tablet pack of Berkomine 25mg (£12 trade) on April 2. On the same date price reductions will be made on the following: Atensine tablets 2mg—250 (£1.08 trade), 1,000 (£4.20); 5mg 250 (£1.70), 1,000 (£6.70). Berkomine tablets 10mg—1,000 (£2.40); 25mg 1,000 (£3.05). Dopamet tablets 250mg—250 (£7.25), 1,000 (£28.60). *Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE.*





## PREMIUM% MARKET SHARE

1%

14%

As we grow up,  
you grow up.

1978 Mar/Apr

May/Jun

Jul/Aug

Sep/Oct

Nov/Dec

Of the major brands, Premium Babyfood from Cow & Gate is now the fastest growing in the independent chemist market.

It's a highly modified milk. In certain key respects it comes closer to breast milk than any of our competitors - and has strong hospital support.

Mothers want the best for their babies and Premium is the best start in life for a baby after breast milk. This is why our growth rate is so impressive\*.

Make certain you always stock Premium and watch your profits grow.



The Babyfeeding Specialists

\*Independent Retail Audit Jan - Dec 1978.



# ARE YOU LOOKING OUT FOR NUMBER ONE?



**MUM** already sells more than double any other roll-on and more than any aerosol. In 1979 we've got:

- NEW Rose and Heather fragrances
- NEW Faster drying WILD ORCHID variant
- NEW More modern pack designs

PLUS.....£1 million advertising and promotions support

**THAT'S HOW...MUM REALLY WORKS - FOR YOU**

(Source: T.C.P.I. Volume Jan-Dec. 1978)



# Decline in cosmetics sales further halted

The decline in the sales of cosmetics that was levelling off in the first quarter of 1978 was further halted in the period to June 1978. The Cosmetics and Toiletry Preparations Review, compiled by John Hogston Associates Ltd, shows that the demand in the second quarter of 1978 was up by 5 per cent on year-ago levels and that for the first six months of 1978 the overall increase on January to June was 1.5 per cent.

According to the report, which is available (£28) from 24A High Street, Cobham KT11 3EB, sales of cosmetics and toiletries to the UK trade in the 12 month period to June 1978 amounted to just under £467 million at msp (manufacturers selling price). At this level they were just over 15 per cent above year ago levels. Prices over the same period had risen by just under 15 per cent, resulting in a "real" term increase of around 0.5 per cent. At the end of the first six months volume demand was down 1.2 per cent, but rose in the second six months to 1.5 per cent.

## Advertising spend

Advertising expenditure on cosmetics and toiletries totalled £45.5m which is 11 per cent up on the spend in the corresponding year-ago period. Advertising rates for magazines and television have risen by 15 and 22 per cent respectively so the report concludes that there was lessening of consumer impact.

Consumer expenditure was described as "very buoyant", being up in real terms by 5 per cent over most of the period, reversing the decline which had persisted for two years. Total retail sales, in volume terms, showed the first worth-

while increase since 1973. It is estimated they were up by 4.1 per cent and it is also thought that while department stores "broke even", sales in variety chains declined and those in chemists, specifically Boots, put on volume growth.

Sales of women's fragrance products just topped £112m at msp and showed an increase year-on-year of 14 per cent. With prices up by 16.4 per cent there was a real term decline of 2.4 per cent. Make-up items sales at £49.5m (msp) increased by 18 per cent and because prices only went up by 14.2 per cent there was a volume growth of 3.8 per cent. "Hallelujah!", comments the report.

Sales of preparations in the skin care category increased by 13.3 per cent to £56.25m—prices were up by 14.5 per cent so real term demand was down by 1.2 per cent. Demand for men's toiletries was depressed. The fragrance part of the market did better than most other segments but was still down owing to a poor Christmas in 1977.

Sales of hair preparations, other than shampoos, reached nearly £89m at msp, a 16 per cent increase but with prices up by 19 per cent, there was a real term drop of 3 per cent. Shampoos on the other hand put on an 11.5 per cent volume increase. There was a marginal volume increase in sales of dental preparations of 0.5 per cent.

## New Nielsen service

A. C. Nielsen is launching in the UK a new system of sales reporting as an aid to sales management and representatives. The service, Compumark, aims to pro-

vide manufacturers with an independently operated computerised system of sales communication individually designed to make the maximum use of call reports, while reducing administration, processing and interpretation time.

Compumark provides data on product availability—by individual account, geographical area, key customer, type of outlet and by volume category and sales representative. It also provides a call coverage breakdown—who is being called on, how often, the extent of possible under-calling, the number of calls being made versus those planned or required and prospects versus actual accounts. It will monitor sales force activity in terms of new items sold, out-of-stock corrected, sales made, promotional activity, presentations made and objectives accomplished. Further details are available from: The general manager, Compumark Division, A. C. Nielsen & Co Ltd, Nielsen House, Headington, Oxford, OX3 3RX.

## Small businesses at a disadvantage

There is no doubt that, compared to large companies, small businesses are at a considerable disadvantage in financial markets, concludes the Committee to review the Functioning of Financial Institutions in an interim report, the Financing of Small Firms (Cmd 7503, HM Stationery Office, £1.75). The Committee, commonly known as the Wilson Committee, after its chairman, Sir Harold Wilson, says however that there is not necessarily a bias against small businesses.

Loans are more expensive and security requirements generally more stringent for small businesses. Proprietors do not always have the same financial expertise as their larger competitors and advice about finance is not always easily accessible. But from the supplier's point of view, the cost of providing finance to small businesses is higher and the risks more difficult to assess. The records of financial institutions that seek to cater for smaller businesses do not seem unusually profitable, says the report. There is therefore no reason to believe there is bias in charging.

## Bias evident

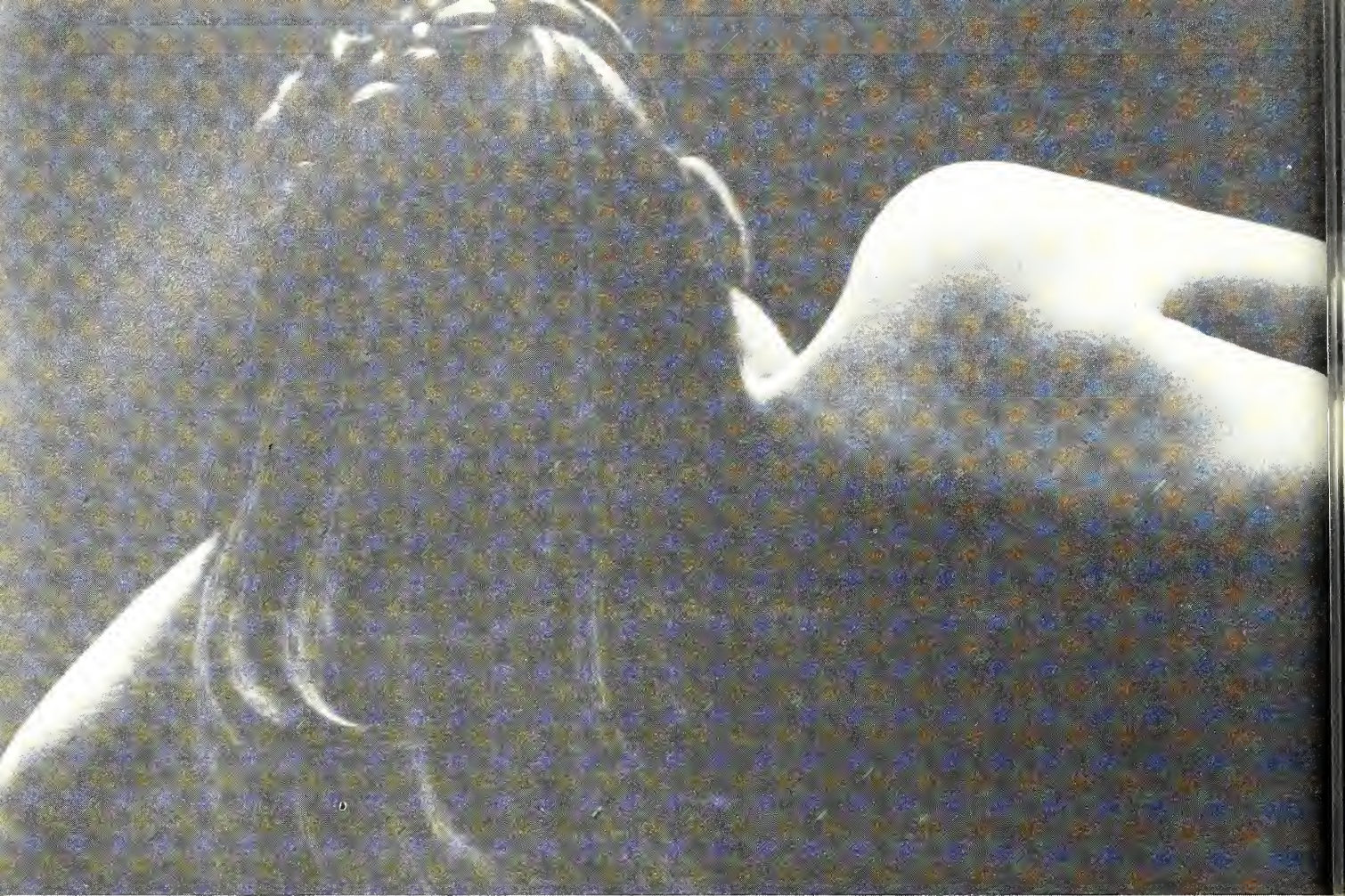
Bias against smaller businesses is evident in the level of facilities provided by the public sector. The costs of such provision to small companies could be excessive, the Committee recognises however.

Recommendations to help small businesses include changing the law to allow them to raise equity in a redeemable form and to allow proprietors raise outside capital without risking overall control. Small firm investment companies should be allowed, by the removal of fiscal restraints for the provision of funds contributed by individual savers and institutions.

Mr Ian Armstrong, Roche Products Ltd (centre), has been appointed to the position of cosmetics division sales manager. One of his major tasks will be to co-ordinate the new Polaroid Eversun sales force shown with him (C&D, January 20, p59). This commando force of 24 girls is responsible for selling, promoting and merchandising Eversun, Redoxon, Redelan, Pantene hair tonic and the new Lookers range of sunglasses from Polaroid. Mr Armstrong will also be heading a team of key account men in the hairdressing sector







# She'll appeal to over How's that for a

That's right! Over 30 million people will be attracted by a healthy body to the fantastic Wella Hair and Health Competition which will be running during May and June.

Because that's the top prize we're offering – a week of star treatment for two, all expenses paid, at one of the country's most exclusive Health & Beauty Farms: Henlow Grange, Bedfordshire.

There are three 2nd prizes of a

week for one at Henlow Grange, 25 Hampers packed with health foods and 50 Track Suits to be won! That's 79 prizes in all!

It's a beautifully appropriate competition. Your customers buy Wella Conditioners and Creme Rinses so that their hair can look wonderfully soft and healthy. Now they'll also be buying for the chance to have their bodies pampered too!

This big, big promotion will

# The Wella Hair and H





# 30 million people. A healthy figure!

reach over 30 million people, through large advertisements in: Daily Mail, Daily Telegraph, Sunday Mirror, Glasgow Daily Record, Reveille, Company, Cosmopolitan, Family Circle, Honey, Living, Look Now, Nineteen, Over 21, She, Vogue, Woman, Woman's Journal, Woman's Own,

Woman's World, Woman & Home, Slimming & Nutrition, Silhouette Slimmer, Successful Slimming, Weightwatchers.

We've also prepared entry forms in a self-displaying dispenser pack, a shelf talker and a window sticker for you to use to attract the customers to your store.

Make sure you use them – and cash in on the health competition that will do your figures a power of good!

# Health Competition





# Health foods

## A trend to 'natural' living

The health foods market is expanding on all fronts and last year was estimated to be worth between £50-£60 million at rsp, with many manufacturers making moves to increase distribution through pharmacies.

According to Booker Health Foods Ltd, 1978 saw a 20.3 per cent growth at rsp. The market can be divided into three main sectors—dietary supplements, which showed the largest growth of 31.7 per cent and were worth £16.2m; foods, which grew by 15.9 per cent to £27.7m and herbal/cosmetic products which increased by 17.2 per cent to £6.8m.

Most of the business still goes through health food stores. Brewhurst Health Food Supplies, a major distributor and part of Booker Health Foods, serve some 2,000 outlets, but 80 per cent of their business is with the 650 to 700 health food stores. The remainder goes through pharmacies, grocers and supermarkets—but this proportion could be distorted by the fact that most supermarkets stock a wholemeal flour even if they ignore the rest of the range.

According to Booker, health food stores started to come into their own in 1968 "after many years of suffering an image of rather cranky back-street shops." Sales between 1969-73 gave the health food trade one of the highest annual growth rates in the food industry and the trade has held its own during the recent economic recession. The company says a greater public interest in health foods is apparent every year, with a trend to "natural" living.

### Growth in pharmacies

Booker say they have noticed the same 20 per cent market growth through chemists as in the health food stores. Indeed, Mr Colin Libretto, Brewhurst's trade development manager, believes it is a profitable area for chemists to be in—many have recently enlarged health food sections they have maintained on a steady basis for years. Retail margins range from about 25 per cent on foods to 33½ per cent on non-foods such as vitamins.

Health & Diet Food Co Ltd say there are trends toward more health foods being taken up by pharmacies. In the



Mr A. Versi, MPS, who has a large health foods section in his London pharmacy, gives advice on a product (see opposite)

past six months they have opened up 150 new chemist outlets for their products. Their distribution at present is 65 per cent to health food stores, 25 per cent to pharmacies and 10 per cent to "others". They add that only about three or four per cent of pharmacies have a health foods section, although 11 per cent of people questioned in a Mintel survey last year said they would expect to find such products there.

### What to stock

When asked by *C&D* what type of products pharmacists should consider first if establishing a health foods section, most manufacturers—although obviously biased towards their own ranges—suggested starting with products similar to the usual chemist lines, such as food supplements and vitamins, bran, and "natural" cosmetics. They could then branch out into cereals and an apparently endless selection of other items detailed on pages 427 to 437.

## Why chemists should be in this market

It would be ludicrous if pharmacists—who claim to be interested in their customers' health—ignored one of the most fundamental aspects of preventive medicine, that of healthy eating. Yet according to Dr R. J. Woodward, chief executive, Larkhall Laboratories, this is exactly what they are doing by not actively encouraging their customers towards a better diet.

"More people die through abuses of diet than through not wearing seat belts," he claims.

To him it seems obvious that the proper outlet for health foods is the pharmacy. The pharmacist's education en-



sures that he can sift out any products which might be classed as "cranky" or otherwise dubious. He can assess them scientifically and give informed advice to customers. But pharmacists are sitting back and letting grocers and health food stores get the benefit of increasing sales in this area. According to Dr Woodward, sales of vitamins alone increased by almost a third last year.

Dr Woodward is himself a pharmacist, with a doctorate in pharmaceutical chemistry. In 1962 he joined the family business—G. O. Woodward & Co, contract manufacturers of tablets—but gradually became disillusioned with conventional medicine and is now a leading advocate of better health through natural diets. Last year he launched an "alternative medicine" newspaper, *WHEN* (*World health and ecology news*.)

His company has given up making generic tablets. "I feel we are now making a real contribution to the nation's health rather than just being in 'me-too' drugs," he says.

### No animal excipients

Dr Woodward's philosophy with the Cantassium Co's vitamin range is to aim for a formula resembling the vitamin's natural environment, leaving in the associated trace elements. "It is no good taking the vitamin in isolation and hoping it will have the same biological activity as in its natural state", he says. "If a vitamin occurs naturally in plants there seems no point in formulating a product with animal excipients."

For these reasons he is against using sugar coatings, complex film coatings, plasticisers and other artificial additives. Animal products are seldom used but if they are, the information is given on the label as a guide to vegetarians. Although many products are capsule-shaped for easy swallowing, they contain no gelatin.

His advice to pharmacists wishing to start up a health foods section is: "Look upon it as the 'professional' side of your business not as cosmetics and toiletries, merely for profit. Sell only those products that fulfill certain requirements, for example, does the label list the inactive as well as active ingredients? If so, avoid those that have sugar coatings and artificial additives."

"Selling health foods does not necessarily mean carrying huge stocks, only the right products. Read all about vitamins and nutrition and make sure you offer informed advice."

This is the only way pharmacists can compete with the supermarket's growing interest in selling vitamins and other health foods, he believes. "It is also a way to compensate for the effects of the Medicines Act. Pharmacies have already lost certain medicines to Prescription Only and to General Sale."

Dr Woodward says his company will never supply through supermarkets, only health food stores and pharmacies. "Without the health food stores we wouldn't be here so we cannot let them down. And generally their assistants are better

informed than the supermarket's check-out-girls."

Many pharmacists would argue that if people eat correctly there should be no need to take vitamin supplements. Dr Woodward disagrees: "In the past 100 years or so human evolution has not kept pace with the increased stress factors around today. Our bodies need extra vitamins and trace elements to cope with environmental pollutants, food additives and so on."

"Many general symptoms of ill health could be due to unsuspected food allergies. If our immune response is in a bad way we can't cope with these allergies, which is why I would recommend taking at least 1g of vitamin C daily."

This question of food allergies is closely related to another of Dr Woodward's major interests—gluten sensitivity. He claims that many supposedly gluten-free products, prescribable on the NHS, are not gluten-free at all because they are based on wheat flour from which it is impossible to remove all traces of gluten. As a result, they may still provoke symptoms in patients with coeliac disease. He has been fighting to have his Rita Greer range included on the Borderline Substances List. These products are made from flours such as potato and rice which do not contain gluten. But, according to Dr Woodward, the Department of Health maintains that to allow such naturally gluten-free flours on prescription would mean that any other essential food containing no gluten, eg meat and vegetables, would also have to be allowed.

Dr Woodward says there are 40,000 recognised coeliacs in the UK but probably several more undiagnosed. Here again, pharmacists are missing out on sales. He has a letter from a woman whose grandson was diagnosed as a coeliac. "I did not find much assistance from the largest chemist shop in . . ." she writes, "so went to a health food

shop instead and they were most kind and helpful and I came away with your book, 'Good food, gluten free.'"

Cantassium Co have recently arranged for distribution of their gluten free products in Ireland where there is a high prevalence of coeliac disease, probably because the grain is particularly high in gluten. Dr Woodward held some successful meetings with the health professions and coeliac patients there and would like to do the same here with local branches of the Pharmaceutical Society and Coeliac Society (PO Box 181, London NW2), and dietitians.

Otherwise promotion of his products is generally through *WHEN* and the health food Press. Books by Rita Greer are available containing recipes for cooking without gluten, cholesterol, artificial additives and refined sugar.

Food allergies, in particular allergy to gluten, could be a reason why some people never feel well. "They are often those familiar regulars coming into your shop feeling generally out of sorts and the doctor has probably become unsympathetic towards them because his prescriptions do not work. One is tempted to call them hypochondriacs but they are not, they have never known good health all their lives.

"They complain of headaches, persistent indigestion, stinging eyes, dry mouth, and could be sensitive to particular foods. I would recommend avoiding milk, chocolate and citrus fruits; proteins also tend to give problems, and coffee and tea potentiate the response. We publish a 'rotation diet' sheet with which the person can detect the particular food causing the allergy. The diet should also be supplemented with vitamins to support the body's defence mechanisms.

"So to these persistent complainers my advice is, 'Don't bother with the aspirin, have a diet book.' Diet is not a cure but it can control symptoms better than drugs and doesn't do any harm."

## One pharmacy's success

Pharmacies often diversify into unusual areas but it must be rare to find one selling "free range" eggs.

"We started to stock them here," says Mr Ahmed Versi, owner of Scotts Chemists in London's Chancery Lane, "because customers kept asking for them."

And although they are expensive, retailing at about £1 a dozen, he sells some five or six dozen a week, along with yoghurts, vegetarian cheeses (made from vegetable rennet) and wholemeal bread (see picture opposite).

Mr Versi, who qualified as a pharmacist in 1974, bought the pharmacy just over a year ago when it already had a well-established health foods department. He added more lines according to what customers asked for and this section now occupies about a quarter of his 800 sq ft selling space.

"My pharmacy is ideally placed for

selling health foods," he explains. "Most of the customers are office workers who only have time for quick snack lunches so we sell several small packs of biscuits, muesli bars and natural yoghurts."

He stores perishables in a refrigerated cabinet in the shop. The eggs and yoghurts are delivered weekly and he rarely has problems with stock control. "We can always eat any out of date stock ourselves," he says, "as it's still edible for a week after the 'sell-by' date." Bread is delivered daily.

What basic products would he recommend for pharmacists wishing to start a health foods section? Bran, high fibre biscuits, brewer's yeast, muesli, wheat-germ, "natural" vitamins, he says. Other popular lines are honeys, sea salt, decaffeinated coffee, brown sugar, dried fruit and nuts (particularly at Christmas).

*Continued on p427*



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# A warning about claims

Pharmacists must be particularly careful they are not breaking the law when making recommendations about health foods to customers, as it may not be immediately obvious which products are food supplements and which are licensed as medicines.

The main pitfall lies in making medicinal claims for unlicensed products. A product becomes licensable under the Medicines Act as soon as medicinal claims are made for it; certain vitamin preparations, for example, do not need to be licensed if they are not claimed to have any therapeutic effect.

In addition, the Medicines (Labelling and Advertising to the Public) Regulations 1978 (SI 1978, No 41, HM Stationery Office, £0.35) stipulate those diseases for which it is illegal to advertise any medicine to the public. The Regulations cover advertising and "representations"—ie verbal advice—from the retailer which could lead to the use of the product for that disease. The banned list of indications includes treatment of psychiatric conditions, insomnia, cancer, enhancement of sexual potency and prevention of ageing.

## A pharmacy's success

*Continued from p425*

"One problem for smaller pharmacies is that wholemeal flour, breakfast cereals and so on take up a lot of space."

Mr Versi believes it is a good idea to deal with suppliers direct so as to get better credit terms and take advantage of special offers.

What reaction has he had from customers? "Occasionally one of surprise that a pharmacy stocks some of these items, but definitely no criticisms. After all, surely it is better for a pharmacist to recommend natural bran for constipation rather than other laxatives? Certainly, pharmacists should take a more active part in preventive medicine."

Mr Versi gets supplies of butter, cheese and eggs from Bonne Santé, 8 Orpheus Street, London SE5; yoghurt from Losely Parks, Guildford, Surrey, and Rivendell Dairies, Pinner, Middlesex; and bread from Goswell Bakeries Ltd, Caxton Street, London E16, but not all these suppliers deliver outside London and the south east.

The Medicines Act requirements covering product claims can be summarised as follows. If a product is licensed, a pharmacist can say anything he likes to a consumer about it providing he keeps to the claims mentioned in the product licence and the claims are those which can be advertised to the public. If the claims cannot be advertised to the public, the pharmacist can still make recommendations providing the medicine is being dispensed on a doctor's or dentist's prescription or the patient is asking the pharmacist to supply the medicine on his own judgment.

However, if the preparation has no product licence (the number is clearly marked on the pack) the pharmacist must not make medicinal claims for it although legally he can sell the product if the patient wants to try it for a particular purpose.

For example, if a customer said, "I've heard vitamin E prevents ageing, can I have some please?" the pharmacist would not be breaking the law if he sold the product. But if the customer said, "I feel old, what have you got to rejuvenate me?" the pharmacist should recommend a general tonic or vitamin supplement.

If a product makes no medicinal claims and the pharmacist repacks it giving such claims, he may then have to acquire a product licence for it.

## Industry sets up a 'fighting fund'

Health food manufacturers have set up a "fighting fund" to support them in negotiations with the Department of Health over the advertising of dietary supplements.

The Health Food Manufacturers' Association has collected at least £25,000 for the fund which will be used to gather evidence about the benefits of their products. A library will be set up and the fund will also pay for legal and scientific advisers.

Because these food supplements do not have Medicines Act product licences, manufacturers are unable to make medicinal claims for them. And because these items do not generate the same turnover as, say, pharmaceutical products the manufacturers feel it is too

expensive and time consuming to undertake the necessary clinical trials. They argue that, as there is already much published scientific evidence to support their claims, food supplements should be regarded as a special case.

The Health Food Manufacturers Association has its own Code of Advertising Practice, similar in operation to the Proprietary Association of Great Britain's code.

The British Health Food Trade Association is a council composed equally of representatives of the HFMA and retailer representatives who are members of the National Association of Health Stores. BHFTA exists to help the industry as a whole with legislation, training and exhibitions such as Helfex which is held every two years (the next one is next year). The president is Mr Maurice Hanssen, 21 Milbourne Lane, Esher, Surrey KT10 9EB.

## Support for fibre

More and more publicity is being given to the view that lack of dietary fibre is responsible for many of today's diseases. Recently, Mr Neil Painter, surgeon at Manor House Hospital, north London, claimed there would be fewer colostomy operations if people changed their diets.

Speaking at a recent Press conference to launch a newspaper for colostomists (C&D, March 3, p249) he said it was now medically accepted that diverticular disease—a common reason for colostomy operations—is a direct result of lack of fibre in the diet. In the UK, one in ten people suffer from this disease which was virtually unknown 70 years ago.

Mr Painter recommends—for all people, not just those with diverticular disease—a starting dose of two teaspoons of bran three times daily, adjusted so that straining is eliminated. Some people may suffer from wind at first but his advice is, "Persevere and it will go away after a month or so."

Meanwhile, at Royal Berkshire Hospital, Dr Paul Dodson is currently involved in a clinical trial using bran in hypertension; the results should be published later this year. Although it has been suggested that lack of dietary fibre could be one factor involved in ischaemic heart disease, this is still an area of some controversy.

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# Health foods

## 'Sales of laxatives are threatened'

Sales of laxatives will dwindle once customers start adding bran to their diets. So, according to Mr Ken Spencer, marketing director, Pasta Foods Ltd, pharmacists should start selling bran as soon as possible to avoid losing out altogether.

People taking bran may also find they no longer need so many indigestion remedies, he warns.

Domestic consumption of bran has increased 10 times in the past five years. The new durum (hard) wheat bran launched earlier this year under the Pasta Foods' Record label contains 48.5

wheat range really "took off" some three years ago when consumers started to take interest in the importance of dietary fibre, says Mr Spencer.

For a long time pasta was regarded as fattening and of no particular nutritional value. But raw pasta contains about 14 per cent protein, higher than most other carbohydrate-rich foods such as rice and potatoes, and has a calorie content of about 330 per 100g. Although pasta is lacking in some vitamins and minerals, three of the ingredients most often added to it—tomatoes, cheese and butter—make up the deficiencies. Recipe leaflets are available from the company.

Although Pasta Foods Ltd do not supply pharmacies direct, names of wholesalers stocking the range can be obtained from the company at 224 London Road, St Albans, Herts.

## New products from Health and Diet

This year Health & Diet Food Co Ltd will be spending £75,000 on advertising and promotional support for their range. Advertisements are appearing in the health magazines, national Press and women's magazines.

There are regular trade promotions, the latest of which is a counter pre-pack (£60.32 trade) containing 48 items (food supplements and vitamins). A free-standing display unit is also available to use as a special health foods section.

Prune concentrate and senna (60 capsules, £1.49) is a new laxative formula introduced this month. In April another new product, Waterfall (100, £2.19), containing boldo extract 100mg, powdered celery seed 100mg and juniper oil 52mg is being launched to "help maintain normal body water level particularly in menstruation or when slimming."

Wheat bran—unprocessed bran (400g, £0.34)—is a new product being marketed under the Frey brand name.

Cereals, also marketed under the Frey name, are being repacked into the smaller 1lb size—these include Wheatheart, Bran Brek and Day Brek. The company's best-selling product is Formula 3 + 6, a supplement containing cider vinegar, lecithin, kelp and vitamin B6 for use in calorie controlled diets. Next most popular are G-P and E capsules containing ginseng, pollen and vitamin E, followed by Head High vitamins and minerals. *Health & Diet Food Co Ltd, Seymour House, 79 High Street, Godalming, Surrey GU7 1AW.*

## National delivery service offered

Brehurst Health Food Supplies, who handle about 2,500 products, claim to be the only national distributor of health foods in the UK.

They are wholly owned by Booker Health Foods Ltd, who operate 130 Holland & Barrett health stores, are the largest manufacturer of health foods and publish books and magazines through Newman Turner publications.

Brehurst's terms are payment net cash fortnightly on receipt of statement. For free delivery the minimum order must be £100; regular deliveries are made from their Byfleet or Radcliffe depots. Certain products also go through chemist wholesalers.

A special order form for chemists lists a selection of products they might wish to stock when establishing a health foods section. Salesmen may be available to advise on display, and blocks can be supplied for use in local newspaper advertising.

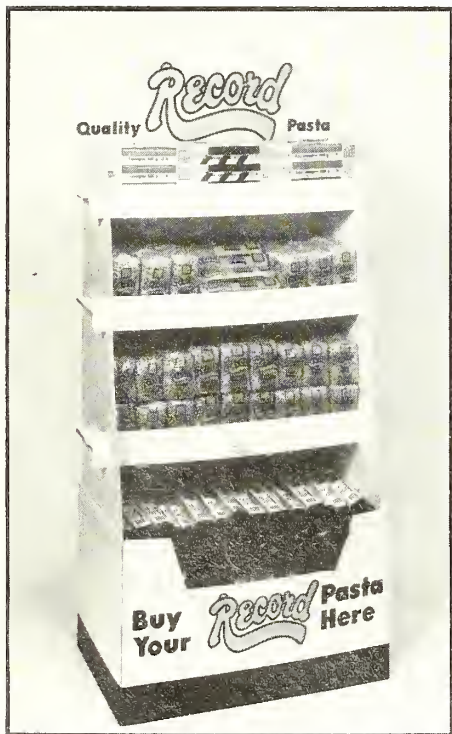
Booker Health Foods' own brands reported the following percentage growth at rsp in 1978 over the previous year: Dietary supplements—Healthcrafts 40.3, American Nutrition 51; foods—Allinson 7.4, Prewett's 38.9, Alfonal 27; herbal and cosmetics—Heath & Heather 20.4. Advertising is mainly in the specialist health food Press but the company is considering whether to extend into other areas of the media later this year.

Newman Turner Publications publish *Here's Health*, a monthly magazine on "natural living", with a circulation of over 70,000. The minimum order is 12, but special arrangements may be made for smaller quantities. A discount of 35 per cent is offered for supply under firm sale conditions, 33½ per cent for sale or return. A free counter display unit is available. Other Newman Turner magazines include *Slimming Naturally*.

There are over 600 titles in the Newman Turner book list with topics ranging from general health to self sufficiency. The minimum order for carriage paid is £10 trade. Book stands may also be purchased. *Brehurst Health Food Supplies, Beaver House, York Close, Byfleet, Surrey KT14 7HN.*

## Pollen B bonuses to end of April

Bonuses are available on Pollen B to the end of April, supported by advertising in *Woman*, *Woman's Own*, *Woman's Weekly*, *Woman's Realm* and *Woman and Home* until June. *Distributors Fassett & Johnson Ltd, New Road, Winsford, Ches CW7 2NX.*



per cent dietary fibre, a higher concentration than in soft brans. The bran also contains 12.4 per cent w/w protein, 7.3 per cent fat and 14.3 per cent carbohydrates.

The Record range includes whole-wheat spaghetti, macaroni, lasagne, and semolina. A new snack product, Whole Wheat Crunchies (35g, £0.10), is made mainly from wholewheat semolina and has a lower oil content (20 per cent) than many other snacks such as potato crisps. Available in a display outer, the product has a 14-week shelf life.

The company is spending £200,000 on Press advertising in the first six months of this year. Full colour pages are appearing in *Good Housekeeping*, *Woman*, *Woman's Own*, *Woman and Home*, *Family Circle*, *Living* and *Beauty in Vogue*.

Launched 10 years ago, the whole-



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for brittle nails

New Era  
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**Oxygenation of Tissues**  
and allied conditions  
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for oxygenation of tissues

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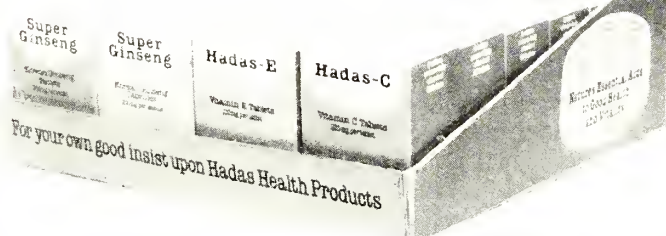


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# Health foods

## Speciality honeys—share in chemists increases

The UK honey market is worth about £12 million at rsp, with a market value of 15,000 tons, according to Manley Ratcliffe Ltd. Well over 90 per cent of all honey is imported. The market has been relatively static for the past four years, but value has increased because of price rises.

Manley Ratcliffe, with sales over £6 million at rsp, claim to be the largest packers of both private label and speciality honey. The largest individual brand is Gales, with between 40 per cent and 45 per cent of the market.

While the largest outlet for honey is the multiple grocery trade, speciality honeys find their largest market in the health food and delicatessen outlets, with chemists becoming more significant.

The speciality honey market is worth between £2m and £3m at rsp. Manley Ratcliffe market 30 speciality honeys from almost every honey-producing region in the world.

The company believes that the growing public awareness of the increasing number of artificial flavourings, colourings and additives in foods has led to a trend towards more natural foods and honey is "probably the most natural food available." In packing over 12 million jars of honey at their Oxfordshire plant last year, Manley Ratcliffe ensured that they only filtered out the debris which the consumer would find unacceptable such as wax, dirt particles etc. They take special care that the filters allow the passage of pollen which con-

tributes towards the flavour of individual honeys. The speciality brands, Ratcliffe's and Cloverland, are supported with promotions every eight weeks. Merchandising units are available and in April Ratcliffe's honey will be advertised on selected local radio stations. *Manley Ratcliffe Ltd, Berinsfield, Oxford.*

## How to distinguish 'natural' sugars

Brown sugar is often regarded as a natural product but many brown sugars are no more than coloured and flavoured refined white sugar.

Edward Billington (Sugar) Ltd have produced a new leaflet explaining the differences between natural and manufactured brown sugars and how they may be used in cooking.

Natural sugars are completely free from artificial colourings and additives, and are always produced from cane in their country of origin which is stated on the pack. As nothing is added or taken away from the sugar there are no ingredients listed on the pack.

On the other hand, manufactured brown sugars have sugar syrup, caramel and refined molasses added in an attempt to duplicate the colour, flavour and texture of their natural counterparts.

Natural brown sugar comes in four types—demerara, light muscovado, muscovado and molasses.

Demerara has clear, sparkling crystals

of a large, consistent size, a sticky texture and rich aroma because of its natural molasses. Muscovado, also called Barbados sugar, is soft, sticky, fine-grained and dark brown. It is stickier than demerara because of its greater proportion of molasses. Light muscovado is a creamy-coloured soft cane sugar with fewer molasses.

Molasses sugar, also known as black Barbados or demerara molasses, is stronger in taste than muscovado. Its higher molasses content makes it rich and almost black in colour, with a sticky texture and a similar taste to treacle toffee. *Edward Billington (Sugar) Ltd, Cunard Building, Liverpool L3 1EL.*

## Bio-strath licences

The Department of Health has granted full product licences to six new Bio-strath specific formula preparations.

Vessen Ltd claim this is a breakthrough in the field of herbal medicine as it is the first time that new composite formulae herbal remedies have been granted full product licences in the UK.

The products involved are Bio-strath valerian, chamomile, artichoke, thyme, liquorice and willow formulas, of which the valerian formula is the bestseller.

The original Bio-strath elixir maintains its sporting connection with advertising at major sporting events such as "Match of the day" football matches. *Vessen Ltd, New Mansion House, Wellington Road South, Stockport.*

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you stock health foods, it's a *must* every month  
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# Cantassium Special Diet Foods

**100% GLUTEN FREE – Naturally**

**Also Low Sodium, Low Cholesterol and Milk Free. Some, including the Bread Mix, are even GRAIN FREE!**

They carry the **UNIQUE SYMBOL SYSTEM** as well  
as the officially recognised Gluten - Free Symbol.

So they make the ideal range to recommend to  
sufferers from Food Sensitivity (Allergy) including  
Coeliacs.

The range includes mixes to make Bread, Pasta,  
Cakes, etc and even an instant beverage to replace  
Tea and Coffee.

Give your customers the **Natural Choice** in Special  
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There are also supplements of vitamins prepared to  
guarantee they meet the dietary rules too.

Ask your wholesaler for details or, in case of  
difficulty contact:-



Larkhall Laboratories (Dept CD), 225 Putney Bridge Road, London SW15 2PY



# Health foods

## Product licence to be sought for ginseng

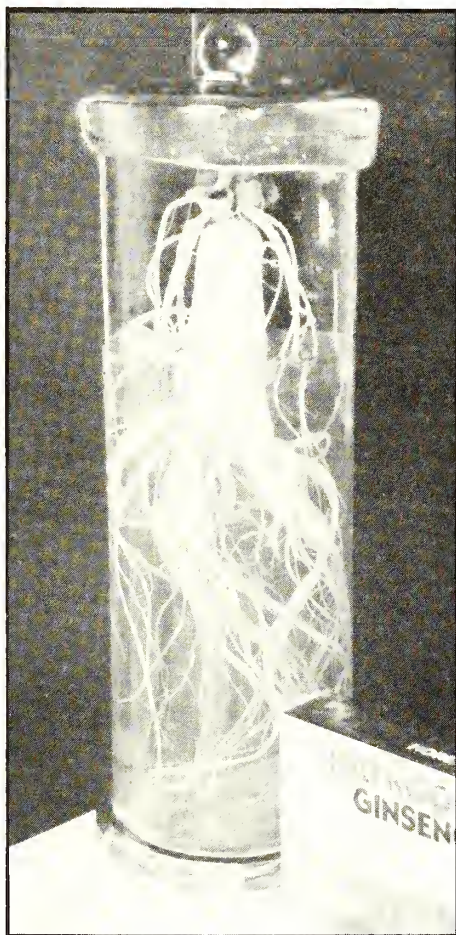
Clinical trials are being planned for Red Kooga king of ginseng, with a view to seeking a product licence.

Collection of evidence is expected to take at least three years and Professor E. J. Shellard, professor of pharmacognosy, Chelsea College, has been appointed as scientific adviser.

A major advertising and marketing campaign in national newspapers and women's magazines has been launched. The campaign includes full page advertisements in the *Daily Mirror*, *Daily Mail*, *Woman* and *Woman's Realm*. There will be special prices for stockists, free distribution of a booklet about ginseng and its history, local film shows and a Red Kooga information bureau for the consumer.

"Ginseng is now a £2 million market in Britain," says Ray Hamilton-Cooper, managing director of Red Kooga. "We have 60 per cent of that market and we intend to hold on to it when the market trebles, as we expect, to £6m over the next two years."

Red Kooga acquired a new £1m factory in Ebbw Vale, Wales, late last year which will be able to produce one million tablets a week. There are three Red Kooga products—600mg tablets, Red Kooga elixir and Red Kooga Royale tea. *English Grains Ltd*, Swains Park, Park Road, Overseal, Burton-on-Trent.



## Hada to distribute through pharmacies

Hada (Health Products) Ltd are now ready for national distribution of their Hadas range, which includes vitamin C tablets, vitamin E tablets and their main product—ginseng tablets and capsules.

"The economics of distribution" meant the company delayed entry into pharmacies until a level of turnover was reached which enabled them to "give the chemist the support he deserves," according to Mr Peter Callow, Hadas managing director. The company decided to go national after a six month pilot trial in selected pharmacies.

Hadas say the ginseng market has been increasing by at least 40 per cent annually over the past four years and could be worth as much as £4 million.

Point-of-sale material is available, together with special offers for initial orders. *Hada (Health Products) Ltd*, Beauty House, Newbury, Berks.

## Modern Health try to create wider demand

Modern Health Products Ltd say that they are creating demand for health food and herbal preparations by advertising in general interest magazines, not just in specialist publications.

In addition to regular advertising in health and vegetarian magazines the company has booked advertising in the following: *The Lady* (one per month), *Woman's Own* (April and May), *Woman's Realm* (April and June), *Woman's Weekly* (May and June), *Woman & Home* (April and June), *News of the World* (May 6), *Sunday People* (May 27), *Guardian* (27 classified insertions).

The company has supplied dehydrated raw vegetable and herbal preparations for 50 years and claims total coverage of its leading products through health food stores. Leading brands are Sunerven, Athera, Vecon, Garlodex, Vegetex and Matex number 5. *Modern Health Products Ltd*, Davis Road, Cheshington, Surrey KT9 1TH.

## Pharmaton posters aim at tourists

In May Pharmagen are to start a poster advertising campaign at 200 London Underground stations to capture the tourist market for Pharmaton capsules. Special deals for retailers will be available. *Pharmagen Ltd*, Chapel Street, Runcorn, Cheshire WA7 5AP.

## 'Start prudently with small orders'

Celaton's advice to pharmacists establishing a business in health foods is to start prudently by placing small orders. They are happy to supply small amounts of any of their range, starting from one pack upwards. Discount rates are available and, if a certain line does not sell, the goods will be credited on return.

Celaton's best-selling line is CH<sup>3</sup> Tri-plus food supplement containing vitamins, ginseng and desiccated heart and brain powder. Other popular products are Royal Jelly capsules with ginseng and vitamin C and the Stella range of diabetic products.

Two new products will be launched this year—Celaton B-activ bioyeast and active yeast tablets, and Celatonic nectar with wheatgerm extract, pure orange and vitamins. The company also intends to market Buer Vital ginseng forte, a liquid food supplement produced by C. H. Buer GmbH and containing Korean Panax ginseng with vitamins B<sub>1</sub>, B<sub>2</sub>, B<sub>6</sub>, B<sub>12</sub> and E.

Posters and leaflets are available to support the products and advertising is appearing in *Health Now*, *Balance*, *Vogue*, *Harpers & Queen*, *She*, *Woman's Own* and possibly *The Times*. *Celaton Laboratory Research Ltd*, 128 High Street, Edgware, Middlesex HA8 7BT.

## No competition from supermarkets?

It is unlikely that ginseng products will ever find a ready sale in supermarkets or grocers, say Power Health Products Ltd. Two of their most popular brands are Power G115 ginseng from Switzerland and Reform brand from West Berlin, also containing hawthorn, mistletoe and vitamin E. Power say that in Austria G115 is available on prescription through the state health service. Leaflets on the product range are available from *Power Health Products Ltd*, 10 Union Street, Pocklington, York YO4 2JL.



# Health foods

## Demand increasing for decaffeinated coffee

A. A. Supply Co Ltd, who distribute HAG decaffeinated coffee, claim brand leadership in the £2 million decaffeinated coffee market in the United Kingdom. About £1m worth goes through chemists and health food stores.

Their parent company, Kaffee HAG of Bremen, pioneered the decaffeination process in which virtually all of the caffeine and other impurities are removed from the green bean. The green beans are then blended and roasted as in all other coffees.

Decaffeinated coffee sales have been increasing for some years although the

market suffered along with all other coffees during the price explosion of 1976 and early 1977. Now that lower prices and stability have returned, the market is returning to the pre-1976 position. Sales in 1978 increased by over 44 per cent compared with 1977 and during the second half of 1978 sales increased by 280 per cent.

The HAG range consists of: Instant spray dried (2oz jar, £0.85; 8oz, £3.20), instant freeze dried (4oz, £1.75), roasted beans (½lb tin, £1.49), ground roasted beans (½lb tin, £1.49). The first two are the most popular sizes in pharmacies.

The coffee is advertised continuously in the medical and consumer Press and there will be a number of special promotions, details to be issued later in the year. *A. A. Supply Co Ltd, Wembley, Middlesex.*

## Jordan's promotion and new cereals

Pure Plant Products are supporting Spotoway with advertising in *Here's Health*, *Jackie* and *Honey*. A display unit and introductory bonus are available. *Pure Plant Products, 42 Sandy Lane, Irby, Wirral, Merseyside.*

## Display unit and bonus for Spotoway

Jordans, manufacturers of flours, bran, wheatgerm, Original Crunchy and meusli, say that 65 per cent of their business is done through the small outlets which include health food stores and pharmacies.

They are now noticing a trend towards distribution of their wholefood cereals through general supermarket food outlets and say that pharmacies have been slow to stock "natural" remedies of any type. Their brands are being supported by advertising in women's magazines and Sunday newspapers and are promoted at local shows. They will shortly be launching new products in the unrefined cereals category. *W. Jordan & Son (Biggleswade) Ltd, Holme Mills, Biggleswade, Beds.*

## Other suppliers

Herbal remedies in various forms. *Potters (Herbal Supplies) Ltd, Leyland Mill Lane, Wigan, Lancs.*

Culina Belgian canned vegetables, with no added colouring or chemicals, in 28 different varieties. *A. A. Supply Co Ltd, Wembley, Middlesex.*

Apple juice and cyder vinegar produced from organically grown apples using no chemical sprays and containing no preservatives. *Aspall Cyder House, Stowmarket, Suffolk IP14 6PD.*

Eden vegetable juice cocktail, carrot juice, red beet juice and sauerkraut juice, produced from organically-grown vegetables and produced by a lactic fermentation process which retains the full vitamin and mineral content; also vegetables, honey and vegetable margarine and oils. *Eden Organic Farmers & Growers (Imports & Exports) Ltd, 5 Station Road, Stowmarket, Suffolk.*

### IMPORTANT ANNOUNCEMENT

## The result of four years BIO-STRATH RESEARCH ... SIX NEW HERBAL REMEDIES

Over £150,000 has been invested in a four year research programme to provide evidence of efficacy and safety. More than 1,000 patients and 60 doctors were involved—we know of no other range of herbal remedy products which has undergone such thorough research



**BIO-STRATH VALERIAN FORMULA:**  
A herbal product for adults to provide the **calming** effects of Valerian. These drops contain Candida Yeast cultures and medicinal plant extracts—**Valerian Roots, Passion Flower and Peppermint Leaves.**



**BIO-STRATH CHAMOMILE FORMULA:**  
A herbal product for the relief of **minor acute painful conditions of the mouth and throat.** These drops contain Candida Yeast cultures and medicinal plant extracts—**Sage Leaves and Chamomile Flowers.**



**BIO-STRATH LIQUORICE FORMULA:**  
A herbal product to aid **digestion.** These drops contain Candida Yeast cultures and medicinal plant extracts—**Liquorice Roots, Chamomile Flowers and Gentian Roots.**



**BIO-STRATH WILLOW FORMULA:**  
A herbal product for the symptomatic relief of **backache, lumbago, sciatica, fibrositis and muscular pains.** These drops contain Candida Yeast cultures and medicinal plant extracts—**Willow Bark and Primula Roots.**



**BIO-STRATH THYME FORMULA:**  
A herbal product for the temporary relief of **coughs.** These drops contain Candida Yeast cultures and medicinal plant extracts—**Thyme Leaves and Primula Roots.**



**BIO-STRATH ARTICHOKE FORMULA:**  
A herbal product for the symptomatic relief of **indigestion after eating fatty foods.** These drops contain Candida Yeast cultures and medicinal plant extracts—**Artichoke Leaves, Thistle Seeds and Peppermint Leaves.**

### BIO-STRATH HERBAL REMEDIES

In our ultra-modern laboratory, overlooking Lake Zurich in Switzerland, the greatest possible care is taken to ensure that only goodness goes into BIO-STRATH products. For many days, live Candida Yeast is cultivated on herbs, in a unique process. Without the use of heat, or chemicals, the yeast cells are burst open releasing their valuable contents, which provide us with the BIO-STRATH range of products. The Candida Yeast is prepared in a biologically controlled process and combined with medicinal plant extracts possessing known therapeutic properties. All the plants used in the manufacture of BIO-STRATH herbal remedies are organically grown and the products are guaranteed free from any artificial flavourings, colourings or any synthetic additives. **Nothing is added—only goodness goes in.**

All six new herbal remedies are available NOW direct from Vessen... or through wholesale chemists. Recommended retail price is £3.98 per bottle (as for other products in the Bio-Strath range) and trade price is £33.24, plus V.A.T., per case of 12 x 100 ml. bottles. (Minimum direct from Vessen is 4 x 100 ml. bottles. Each type—trade price £11.08 plus V.A.T.). Dosage varies according to each remedy, for example, the Valerian Formula contains a six-week supply, which works out at just under 10p a day.

ADVERTISING has already appeared in *Here's Health* and *Health Now*. Press coverage already includes General Practitioner, the Manchester Evening News along with many TV stations throughout the country. **ORDER NOW.**



VESSEN LTD., STOCKPORT, CHESHIRE SK1 3UA (Sole U.K. Agents for Bio-Strath)



More and more customers expect to buy health foods and dietary supplements at the chemists.

Be sure you can cater for this demand with high quality stock.

Consider



33 day supply  
retails at

**£1.95**

Trade Price  
**£14.40**

per dozen  
bottles  
of 100 tablets  
(Child resistant  
pack)

A superb product at a keen price from

**THOMSON & JOSEPH  
LIMITED**

Castle House, Norwich NR2 1PN

## EDEN FRUIT AND VEGETABLE JUICES . . .

This means for the consumer whole value products and a consistently high standard of quality. In addition, there are several advantages which only EDEN offers:

- \* **from biological-dynamically cultivated DEMETER vegetables.**
- \* **without the use of synthetic fertilisers and chemical sprays, which means healthy from the ground—healthy from the growing method—with the highest amount of inbuilt nutrition.**
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- \* **highly important to health and vitality.**
- \* **EDEN Carrot Juice "Must"—for eyes and skin.**
- \* **EDEN Red Beet Juice "must"—for blood and metabolism.**
- \* **EDEN Vegetable Juice Cocktail—the stimulating and valuable "drink" before each meal.**

Contact:—

**Organic Farmers & Growers  
(Imports & Exports) Ltd.,**

**5, Station Road, Stowmarket, Suffolk.  
Telephone: Stowmarket (04492) 2845.**

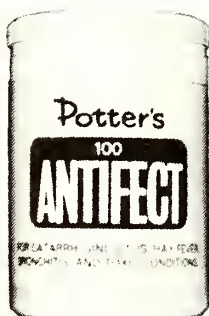
# Potter's OF WIGAN

## NUMBER ONE IN HERBAL REMEDIES

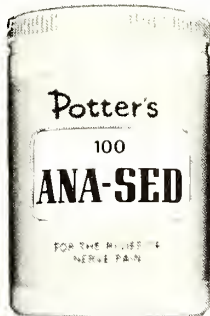
Prior to the war, herbal remedies formed the basis of the health service as we knew it at that time. The introduction of antibiotics and the tremendous technical advances in synthetic chemicals hit herbal remedies hard—seemingly beyond retrieval. But it hasn't happened like that. The problems of drug side reactions, the special concessions to herbal remedies in the Medicines Act and the growing desire of the public to be medicated by 'natural' means have combined to push up the sales of herbal remedies by a mammoth 90% over the last three years alone. By far the major part of this very large business is through health food stores and herbalists. Chemists who are looking for an extension to the lines they carry should think hard about herbal remedies. It is a fast growing market.

Potter's of Wigan are the UK's number one in herbal remedies supplied in tablet, liquid extract, dried herb and other forms. They also produce a range of proprietaries and three of the most important and largest selling ones are illustrated below. May we suggest you prove the value to your sales of herbal remedies by stocking the three mentioned? We will send you literature and, if you wish, have one of our representatives call to tell you about the market and how you can introduce herbal remedies to the best effect.

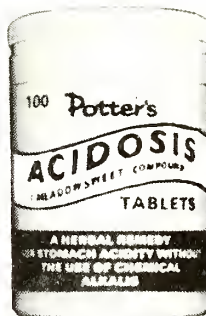
**Ring 0942-34761 and speak to David Hampson.**



A herbal internal anti-bacterial that markedly assists to relieve respiratory catarrh especially sinusitis and hay fever.



Relieves nervous tension, stress and the resultant insomnia. A safe herbal sedative which contains no drugs of a hypnotic or addictive nature.



The herbal tablet that effectively treats excess stomach acid. It contains no alkali and therefore can be used over a period without the rebound effect of taking alkali.



**POTTER'S (Herbal Supplies)  
LIMITED, LEYLAND MILL LANE,  
WIGAN, LANC'S**

Producers of herbal remedies and, through its associate Itona Products Ltd., of speciality and dietetic foods including high fibre biscuits and soya based products



# h d f

## HEALTH & DIET FOOD CO. LTD.

Leaders in Britain's  
Health Food Business

Supplying a full range of Natural Food Supplements and Health Foods including the following nationally advertised products:

- \* FORMULA 3+6    \* GP&E CAPSULES
- \* B-SUPREME    \* HEAD HIGH
- (B Complex)
- \* DEVILS GARLIC    \* VITAMIN E CAPSULES

Many independent chemists are selling these fast moving health foods and supplements. Our list of 150 items is comprehensive and supported by national advertising and a nationwide sales organisation with a full back-up service.

**Contact:**  
Gordon Amos, Sales Manager,  
Health & Diet Food Co. Ltd.,  
Seymour House, 79/81 High Street,  
GODALMING, Surrey. (04868 28021)

## MOLAT CONTROLLED CALORIE MEAL REPLACER

**CONSUMER PROMOTION**  
**APRIL & MAY '79**  
**50p VOUCHER**  
in Health Food Journals

Normal Retail—£3.00  
per 250g jar  
giving 10/15 servings  
Trade Price—£24 doz.



**TRADE OFFER**  
**£18—DOZ.**  
all orders received  
**APRIL-MAY 1979**

**SYNPHARMA INTERNATIONAL  
LIMITED**

Castle House, Norwich NR2 1PJ

# NUMBER ONE.

Booker Health Foods is the leading company in the Health Food market, and the reason is simple: we produce the brand leaders in many product fields with famous names like: *Alfonal*, with their wide range of high polyunsaturated oil products; *Allinson*, justly famous for their flour, bread mixes, bran and yeast; *Heath & Heather*, the herb

specialists, well-known too for their Mexican and Australian honeys; *Prewett's*, with a superb variety of foods, including muesli, bran, stoneground flour, and fruit bars. *Healthcrafts*, the brand leader in vitamins and dietary supplements and *American Nutrition*, a range of individual supplements from the United States.



Polyunsaturated  
Oils.



Flour, Bread Mixes,  
Biscuits, Wheat Germ,  
Bran, Baking Yeast.



Vitamins and  
Food Supplements.



Mexican and  
Australian Honey.



Fruit Bars, Muesli,  
Bran.

### American Nutrition

Vitamins and Dietary Supplements

Booker Health Foods products are distributed through Brewhurst Health Food Supplies – also Number One in its field. From its own fleet of vehicles Brewhurst offers direct delivery on a regular basis, a simple and efficient ordering system

and the advantage of becoming “your storeroom” to overcome space and cash flow problems.

Booker Health Foods products, from Brewhurst. Number One brands from the Number One distributor.



## BOOKER HEALTH FOODS LIMITED

Sales Office, Holybank Mill, Bolton Street, Radcliffe, Nr. Manchester, Lancs. Tel: 061-723 3403.

Sales Office, Brewhurst, Abbot Close, Oyster Lane, Byfleet, Surrey. Tel: Byfleet 44402.



# Health foods

## Large boom predicted for natural toiletries

Weleda predict a substantial boom in sales of natural toiletries over the next few years, judging by their "bulging daily postbag" of inquiries for non-synthetic products. Ninety per cent of their sales are through health food shops, but pharmacies are showing increasing interest.

A national programme of editorial features and news stories explaining homoeopathic and natural remedies will be carried in evening and weekly newspapers this year. A new week of sale brochure is being prepared, together with other promotional material. As a result of this year's campaign the company anticipates a 12 per cent growth in real terms.

Weleda recently launched arnica lotion (£0.75), ointment (£0.85) and massage balm (£0.95) to relieve pain in bruising, and homoeopathic tablets of arnica (100, £1.25); calendula lotion (£0.75) and ointment (£0.85) for cuts and grazes; and Combudoron ointment (£0.85) and lotion (£0.75) containing nettle and arnica for burns and scalds. *Weleda (UK) Ltd, Heanor Road, Ilkeston DE7 8DR.*

## Two additions to vegan range

Apple mint shampoo for greasy hair is the latest in the Faith Products' vegetarian-vegan biodegradable range (150ml, £0.56). Also new is rosemary rainbow conditioner (100ml, £0.45) suitable for all types of hair. The Faith Products' face cream range of three moisturisers, two cleansing creams and one masque, is

also free from animal products, mineral oil or artificial colouring. *Faith Products, 17 Bellevue Crescent, Edinburgh.*

## Trial pack offers on Biokosma

Synpharma International Ltd are also noticing increased demand for natural skin care products.

The company is associated with one of Germany's major natural skin care product and health food manufacturers—Keimdiat GmbH. Apart from marketing all Keimdiat products in the UK, Synpharma International Ltd also market those made by Biokosma of Switzerland and are responsible for European marketing of many well-known UK products.

Biokosma skin care products have sold in health food stores for over 10 years and are now being "vigorously re-promoted." The company provides free display units and literature, and a range of trial sets retailing between £2.50 and £3.10 each. A special trade offer for an initial stock is available comprising six trial sets each for four types of skin (£36.18 trade). Regular advertising is appearing in *Living, Alive, She* and *Annabel*.

A range of Biokosma bath preparations is due to be launched in July, together with the relaunch of Neem toothpaste. Molat meal replacer, recently relaunched, is being promoted by means of a 50p voucher in health food journals during April and May backed by a special trade price during these two months. *Synpharma International Ltd, Castle House, 21 Davey Place, Norwich.*

## New Era go for clinical trials

New Era Laboratories are planning a clinical trial of Combination N, their homoeopathically-prepared "tissue salts" for dysmenorrhoea.

The preparation will be compared with a conventional Prescription Only Medicine used for this complaint and the trial will be carried out by orthodox medical practitioners.

Combination N is part of Dr Scheussler's biochemic system of medicine, which is based on 12 "tissue salts" all normally present in healthy, human blood. Dr Scheussler's theory was that any tissue-salt deficiency or unbalance results in symptoms which vary according to the missing salt. By supplying the deficient tissue-salt, in readily-assimilable form, the cells can function normally again. New Era manufacture Dr Scheussler's 12 tissue salts and a range of 18 combinations of them.

The company is also involved in another clinical trial, in this case using Hymosa moisturiser and lotion for radiation-induced erythema and skin peeling.

New Era claim to be brand leaders in the biochemic alternative medicine field, which is worth about £1m at retail prices, and in the natural skin care market within the health food trade which is worth about £2m.

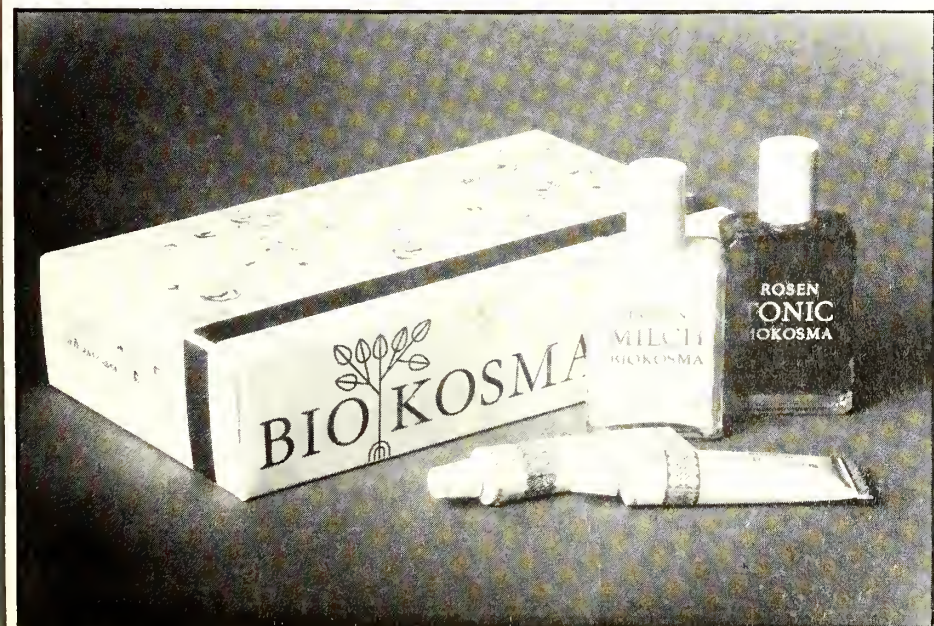
The company has total distribution in health food stores, in pharmacies about 10 per cent and department stores about 5 per cent. They estimate that 73 per cent of sales go through health stores, 14 per cent through chemists and department stores and the rest imported.

Some three years ago, 90 per cent of sales were through health stores and the company is aiming for wider distribution through pharmacies. This year they hope that the biochemic remedies will achieve 30-40 per cent distribution in chemists, with over 50 per cent distribution of Hymosa.

New product launches will include re-formulation and repackaging of a perfume range with the addition of four items, and additions to the hair care and personal hygiene products range. New Era are also interested in new products either to be sold on an agency basis or by acquisition.

Advertising and public relations budgets for this year have been increased by some 50 per cent and have now reached six figures.

Leaflets available include "The Hymosa no nonsense guide to beauty", an exercise leaflet and "The biochemic way to health". The company also offers training. *New Era Laboratories Ltd, 39 Wales Farm Road, London*





# NPA nominees must give up seats before elections

Having considered an LPC conference resolution that a nominated sitting member of PSNC wishing to offer himself for election as a regional representative shall be required to relinquish his nominated seat prior to the closing date for receipt of election nominations, the Committee noted that sitting members nominated by CCA and co-operatives or as secretary of the Pharmaceutical Society were not eligible for election under the direct election system. A problem could arise should the constitution be amended in accordance with the strict wording of the resolution because there would be a period, between nomination and declaration of the results, during which the Committee would be depleted on numbers.

It was therefore agreed that an NPA nominated sitting member who wishes to offer himself for election be required to give notice of relinquishing his seat.

The Committee could not agree to the alteration of its constitution only by LPC conference resolution but considered that PSNC should reserve the right to alter its constitution having taken cognisance of the views expressed and the resolutions passed at conferences.

PSNC was unable to agree to an amendment calling for an LPC conference other than normally at least once in each calendar year. The Committee felt conferences were expensive functions and were called normally once each year to provide LPC representatives the opportunity of airing views. The Committee noted the usual practice was to call a conference once annually and there was provision for a special conference to be called by not less than 25 LPCs.

The Committee agreed to insert into the constitution that the number of members who shall form a quorum at LPC conferences shall be 17. The revised constitution is to be presented to PSNC at its April meeting after which copies will be circulated to LPCs.

A call at the LPC conference for immediate steps to negotiate with the Department of Health a new, simpler, more individual contract has been followed by the Secretary of State's formal acceptance of discussions.

The resolution that any future change in the sliding scale of oncost should come from resources outside the Balance Sheet is accepted by PSNC as current policy.

Pressure for a direct grant towards the cost of installing burglar alarms was considered to be part of the general individualisation of the contract and would be pursued at an opportune time.

Representations to secure a pension for contractors have been made to the DHSS and will continue to be made as part of the new contract proposals.

Price changes of ethical drugs notified by and reimbursed from the first working day of each month, review of professional fees, and negotiations to be consulted with LPCs before agreement is reached, were all regarded as current policy.

The Committee considered the payment of a salary to the chairman of PSNC but the resolution found little support. The chairman currently receives an honorarium reviewed annually.

Representations have been made to the GPO to guarantee that all pharmacists are included in the Red List so faults are corrected without delay.

The call for contractors to cease participation in existing publicity campaigns pending settlement of the current dispute will be considered when participation in campaigns is discussed.

When the Terms of Service for chemist contractors were considered at conference along with the proposals for a new contract, conference accepted a reduction in hours of service and representations were made to the Department of Health. Those representations have been held in abeyance due to the restrictions of shortening of hours under past pay policies. The matter is being pursued under the current pay policy.

Following a letter from a local pharmaceutical committee calling for barbiturates to be removed from Part IV of the Drug Tariff, the Committee agreed because of the security risk to pharmacies in storing large quantities of barbiturates.

The Committee expressed concern at the time being taken by the Department of Health to finalise the decision on sending out a reminder to general medical practitioners concerning multiple prescribing on one Form FP10.

The Department of Health has agreed to many of the suggestions concerning deletion of items from Part VA of the Drug Tariff and it was agreed to pursue them further at a meeting between officers of PSNC and officers of the Department.

## Strike action

Strike action by a small number of staff in the Companies Registration Office for England and Wales is preventing the normal processes of company incorporation and change of name, and is causing the closure of the Search Rooms in London and Cardiff. The office remains open for the receipt of documents for registration. The public have access to the companies index and can obtain information about companies' registered office addresses.

## COMPANY NEWS

### Kodak sales up but profits down

Home and overseas sales hit new records for Kodak Ltd in 1978, although pretax profits were 5 per cent down compared with 1977. Sales by the company and its subsidiaries reached £252 million—an increase of 12 per cent.

Company exports from the UK rose 13 per cent to a record £94m an increase in real terms of over 50 per cent since 1975. Earnings before tax in 1978 fell from £34.7m in 1977 to £33.1m in 1978. Net earnings after taxes totalled £16.1m a reduction of 2 per cent.

While indicating he was not completely satisfied with progress in 1978, chairman Jim Moorfoot expressed confidence in future prospects, reflected in the company's capital investment budget of £19m for 1979.

□ Three Kodak Ektra 110 cameras, models 22-EF, Tele-ektra 42 and Tele-ektra 32 have received a German award for outstanding industrial design.

### Searle acquire Spanish company

The pharmaceutical consumer products group of G. D. Searle and Co has purchased assets of Aldon Laboratories, a Spanish pharmaceutical company, for an undisclosed amount of cash.

The acquisition includes several registered drugs and a manufacturing and administrative facility near Madrid. The purchase was made by Searle's Spanish subsidiary, Searle Iberica, and is expected to facilitate their entry into the Spanish antibiotic market. The company plans to consolidate current manufacturing and administrative functions in Spain into the new facility.

### Ciba-Geigy £340m

Unaudited figures for the Ciba-Geigy group of companies in the UK show that 1978 consolidated sales amounted to £340 million, an increase of 12 per cent over the previous year. Profit is, however, expected to be considerably lower than the 1977 figure of £16m.

Export sales also rose by 12 per cent from £116m in 1977 to £130m in 1978, and represented 38 per cent of the UK group's business. Capital expenditure during 1978 amounted to £21m.

### Hoechst exports fall

Hoechst UK pretax profits of £12.45 million last year were 29 per cent up on the £9.63m reported in 1977. Turnover rose 13 per cent from £312m to £352m and total sales were £369m. Exports from the UK, however, fell 12 per cent from £15.5m to £13.7m.





Mr J. Speller

## APPOINTMENTS

### John Speller moves to Sangers

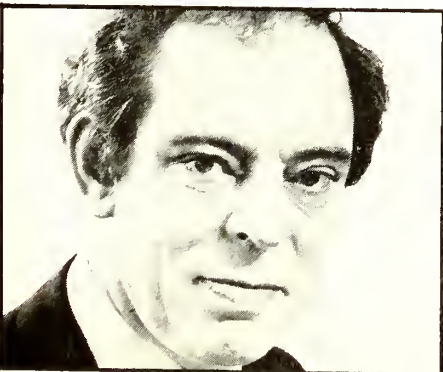
Mr John Speller has joined the Sangers Group Ltd pharmaceutical division as sales manager. He was previously general sales manager with Unichem. He told *C&D* he had taken up the invitation to change companies because it provided an opportunity to join a young team on the ground floor—one which had the flexibility to determine its own approach to serving the independent chemist. "But", he added, "had I not found enthusiasm and a desire to succeed in the restructured Sangers management team I would not have joined". Mr Speller stresses there is "no story behind the scenes" concerning his move. He believes the current trading climate to be more difficult than five years ago and that independent chemists need to learn from the multiples.

**Pfizer Ltd:** Mr T. H. C. Brown is to succeed Mr W. Sharp, MPS, as director and manager, pharmaceutical division, on March 31 (see *People*, p409). Mr Brown joined the company in 1957 as a medical representative and held several appointments in the UK pharmaceutical division prior to 1973, when he was appointed pharmaceutical division manager, Pfizer Greece.

**Unichem:** Mr Duncan Smeaton has been appointed manager of the Nuneaton branch, following an intensive period of initial training at the Society's head office.

**Winthrop Pharmaceuticals:** Mr Bernard Hardisty MPS, has been appointed director and general manager. He was formerly marketing director of the new business division of Sterling Europa.

Mr B. Hardisty



# MARKET NEWS

## Oils more active

London, March 28; Essential oils were in more demand during the past week than for some time. Whilst interest seemed to be mainly directed to peppermint other oils received a share of attention from those in the low price bracket such as citronella to the costly, such as sandalwood. Traditionally at this time of year Brazil is giving its forecasts of new crop peppermint harvest and that oil and menthol production will be low, for 1979. Most dealers here are inclined to be sceptical of first reports and wait until mid or late April before taking action, meanwhile Brazilian and Chinese menthol are dearer on the spot as is Brazilian peppermint oil. Elsewhere in oils citronella made a further substantial advance in the week.

In spices, pepper and turmeric were lower for shipment. Olive oil is dearer by £30 to £40 metric ton according to origin.

Among crude drugs benzoin rose by £20 cwt, a number of balsams were easier.

Pharmaceutical chemical prices are repeated with the exception of stilboestrol which is sharply up.

## Pharmaceutical chemicals

**Acetic acid:** 4-ton lots, per metric ton delivered—glacial BPC £274, 99.5 per cent £261.50, 80 per cent grade pure £240.50; technical £224.50.

**Acetone:** £262 to £266 metric ton as to grade for 30-drum lots.

**Bismuth salts:** £ per kg.

	50-kg	250-kg
carbonate	6.25	6.16
salicylate	7.89	—
subnitrate	4.92	4.85

**Borax:** EP grade, 2-4 ton lots per metric ton in paper bags, delivered—granular £239, powder £260, extra fine powder £272.

**Boric acid:** EP grade per metric ton in 2-4 ton lots—granular £269, powder £395.

**Calcium pantothenate:** £8.31 kg in 25-kg lots. **Chlorotorm:** BP £443 to £470 per metric ton according to drum size, in 4 x 2-litre bottles £2.72 500-ml bottle £1.10 each.

**Citric acid:** BP per metric ton single deliveries, granular hydrous £739, anhydrous £794, five-ton contracts £735 and £790 respectively, crystalline £171.17 and £170.17 respectively.

**Ether:** Anaesthetic BP 2-litre bottle £3.17 each; 1-ton lots in drums from £1.53 in 18-kg drums to £1.37 kg in 130-kg. Solvent, BP from £1,034 metric ton in 16-kg drums to £938 in 130-kg.

**Formic acid:** per metric ton delivered in 4-ton lots, 98 per cent £307.50, 85 per cent £253.

**Kaolin:** BP natural £140.70 per 1,000 kg; light £147.70 ex-works in minimum 10-ton lots.

**Lactic acid:** BP 88/90% £175 kg in 70-kg drum.

**Melol:** Photo grade per kg, 50-kg lots £7.01.

**Parallin liquid:** Pence per litre excluding duty

BP/BPC grades	1-5 drums	6 drums	bulk
WA4	42.7	42.3	36.3
WA3	41.6	41.2	36.2
WA2	42.9	42.5	37.5
WA1	46.4	46.0	41.0
light technical	WA23 39.7	39.0	34.0
	WA21 41.1	40.4	35.4

**Petroleum jelly:** BP soft white £396.61 metric ton delivered UK; yellow BP £378.556 in 170-kg drums.

**Saccharin:** BP, £3.50 kg for 1-ton lots of imported material.

**Salicylic acid:** 5-ton lot £122 kg; 1 ton £124.

**Sodium acetate:** BP crystals £0.81 kg in 50-kg

**Sodium acid phosphate:** BP crystals £1.34 kg for 50-kg lots.

**Sodium benzoate:** £0.5623 kg in 500 kg lots.

**Sodium bicarbonate:** BP £101.24 metric ton minimum, 10-ton lots delivered UK.

**Sodium carbonate:** Anhydrous £357 per metric ton.

**Sodium chloride:** Vacuum-dried in 10-ton lots £33.08 metric ton in plastic bags delivered London.

**Sodium citrate:** Granular £739 metric ton; powder £754.

**Sodium fluoride:** in 50-kg lots £2.43 kg.

**Sodium gluconate:** £720 technical (1,000 kg).

**Sodium hydroxide:** Pellets BP 1973 in 50-kg lots £0.75 kg; sticks £3.731 kg.

**Sodium nitrate:** Recrystallised £0.75 kg in 50-kg lots.

**Sodium nitrite:** BPC 1973 £118 a cwt in 50-kg lots.

**Sodium perborate:** (per 1,000 kg) £527, tetrahydrate £311.50.

**Sodium percarbonate:** £413 per metric ton.

**Sodium sulphate:** Fine crystals BP £85.80 per metric ton, pea crystals £105.30; commercial £30.00 ex works.

**Sodium sulphite:** Crystals £0.15 kg (500 kg minimum).

**Stilboestrol:** BP in 25-kg lots, £137 kg.

**Talc:** BPC sterilised £540 metric ton in 50 kg lots £325 for 1,000 kg lots.

**Tartaric acid:** £770 per metric ton.

**Zinc acetate:** Pure £1.09 kg in 50-kg lots.

**Zinc carbonate:** Pharmaceutical grade £630 per metric ton.

**Zinc chloride:** Granular 96/98 per cent £420 metric ton, delivered.

## Crude drugs

**Balsams:** (kg) **Canada** Easier at £12.75 afloat £12.30, cif. **Copaiba:** £2.90 spot £2.75, cif. **Peru:** £9.85 spot, no cif. **Tolu:** £5.50 spot.

**Benzoin:** £183 cwt spot nominal no cif.

**Camphor:** Natural powder £5.60 spot; £5.40, cif. Synthetic £0.90 spot, £0.80, cif.

**Cardamoms:** Alleppey green No. 2 £10 kg, cif.

**Cascara:** £1.070 metric ton spot; £1.030, cif.

**Cinnamon:** Seychelles bark £480 metric ton spot; £370 cif. Ceylon quills 4 o's £0.64½ lb, featherings £0.16, lb, cif.

**Cloves:** Madagascar/Zanzibar £4,300 metric ton spot, £3,945, cif.

**Cochineal:** Tenerife black brilliant £17.50 kg, cif. Peru silver grey £14.40 spot, £14.20, cif.

**Liquorice root:** Chinese £475. Russian £480 metric ton spot. Block juice £1.60-£1.95 kg spot.

**Lycopodium:** £4.80 kg spot, no cif.

**Menthol:** (kg) Brazilian £7.50 spot and cif. Chinese £6.60 in bond, £6.30, cif.

**Pepper:** (metric ton) Sarawak black £975 spot, £1,675, cif; white £1,475 spot, £2,650, cif.

**Seeds:** (metric ton, cif) **Anise:** China £870 for shipment. **Celery:** Indian £450. **Coriander:** Moroccan £210. **Cumin:** Indian (March-April) £950, other sources not available. **Fennel:** Indian £450; Iranian not available. **Fenugreek:** Moroccan £275, Indian £250.

**Senega:** Canadian £9.25 kg spot, £9.15, cif.

**Senna:** (kg) Alexandria pods hand-picked from £2 upwards, manufacturing £0.60. Tinnevely f a q leaves £0.46, pods, faq £0.48, hand-picked £0.55.

**Styrax:** Turkish natural £5.40 kg spot, £5.60, kg, cif nominal.

**Turmeric:** Madras finger £540 metric ton, cif.

**Essential and expressed oils**

**Cananga:** Indonesia £12.60 kg spot nominal, £12.25, cif.

**Cedarwood:** Chinese £1.25 kg afloat, £1.18, cif.

**Citronella:** Ceylon spot, £2 kg, £1.90, cif. Chinese £2.55 spot and cif.

**Eucalyptus:** Chinese £1.85 kg spot nominal, £1.65, cif.

**Olive:** Spanish £1,380 per metric ton in 200-kg drums ex wharf, Mediterranean origin £1,370.

**Orange:** For shipment, Brazilian, Florida and Israeli £0.65 kg, cif.

**Palmrose:** Spot £16.50 kg; £15.75, cif.

**Peppermint:** (kg) Arvensis—Brazilian £4.80, spot, £4.65, cif. Chinese £3.60 spot, £3.55, cif. Piperata American from £11 spot; £10.30, cif.

**Petitgrain:** Paraguay spot £4.95 kg, shipment £4.95, cif.

**Sandalwood:** Mysore £72 kg spot, East Indian £60 spot, £55, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

# COMING EVENTS

## Monday, April 2

**Brighton Branch, Pharmaceutical Society,** Postgraduate medical centre, Brighton General Hospital, Elm Grove, Brighton at 8 pm. Annual meeting.

**East Metropolitan Branch, Pharmaceutical Society,** Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead, London E11 at 7.30 pm. Annual meeting.

**Stockport Branch, Pharmaceutical Society,** Ashton postgraduate medical centre, at 8 pm. Refresher course, "Gastric conditions".

## Tuesday, April 3

**Chelmsford Branch, Pharmaceutical Society,** Chelmsford and Essex Hospital academic centre, Chelmsford, at 8 pm. Dr Melling (medical research establishment, Porton Down) on "Food toxins".

**Lancaster and Morecambe Branch, Pharmaceutical Society,** Lansmore Court, Charles Street Morecambe at 7.45 pm. Speaker from John Harvey & Sons Ltd on "Sherry—talk and tasting".

## Thursday, April 5

**Harrogate Branch, Pharmaceutical Society,** Postgraduate centre, Harrogate General Hospital, Knarborough Road at 8 pm. Dr B. Bailey on "The drug alcohol".



# Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist,  
25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate headings

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

Circulation ABC July/December 1978. 17,737.

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 44mm.

Whole Page £450 (275mm x 186mm).

Half Page £250 (135mm x 91mm).

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Lineage minimum charge £5.00 for 20 words, 25p per word extra.

Box Numbers £0.60 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

## FOR SALE

**SWEDISH QUALITY CLOGS**, various designs, leather uppers, orthopaedically formed wood bottoms Björn Clogs, 6, Queen St., Scarborough. 0723-69281/582488

**JEWELLERY**, Sterling silver and 9ct gold. A wide range of ear-rings, rings, bracelets, charms etc., brought to your door at best cash prices. Write Lloyd Cole, 37 College Avenue, Maidenhead

**SINGLE EDGE BLADES**, 20 packets of 5 £3.25 inclusive cartons of 100 £3.25 inclusive immediate delivery cheque with order please. Rolanworth 1-3 Greys Road, Henley-on-Thames, Oxon.

**FOR SALE**  
MODERN DISPENSARY  
FITTINGS  
Ex-Boots Chemists  
Shelving, Counters, Sink Units,  
Extra  
For Quick Sale  
TEL: LEICESTER (0533) 668039

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(established 1920)

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Good prices paid

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**BRANDED  
PERFUMES  
CHANEL, DIOR  
ETC.  
TOILETRIES.  
BRANDED TOYS.**

Please apply Pro distribution  
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1211  
GENEVA 19  
Attention Mr Percrisat

## BUSINESS WANTED

**PHARMACIST WANTS TO BUY** a pharmacy in the London, Surrey, Kent or Sussex or any other area near London. Turnover £70,000-£120,000. Box No. 2607.

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### interplan system 80 plus.

Modular units with complete shopfitting services. NPU-NPA recommended (for 15 years).

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**SUPER SHELVING SYSTEM WILL INCREASE YOUR TOILETRY SALES BY HUNDREDS OF POUNDS**. Send for colour illustration or ask us to call for instant quote. Glass display counters with lighting, island sites and show-cases. Early delivery direct from makers. **THIRSK SHOPFITTINGS**, 741-743 Garrett Lane, London SW17 0PD. Tel: 01-946 2291.

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### TO CHAIRMEN OF MANUFACTURING COMPANIES

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BOX 2610



## BOX NUMBERS

When replying to Box Numbers, all correspondence should be addressed as follows:

Advertisers and correspondents can be assured advertisements carrying a Box Number will be treated in strictest confidence.

**Chemist & Druggist,  
Box No. ....,  
25 New Street Square,  
London EC4A 3JA.**

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**X1—SOUTH LONDON**—Well established family business. Turnover 1978 £52,000 with average of 1300 scripts per month. Two bedroomed living accommodation and shop on lease. Goodwill £6,500, fixtures and fittings £2,500 plus stock approximately £7,000.

**X3—NORTH EAST TOWN**—family business operated from busy shopping area. Turnover for 1977 £104,010 and dispensing around 1,500 scripts per month. Property for sale at £17,000, fixtures and fittings £3,250 and offers are invited for goodwill around £12,500 together with stock at valuation.

**X2—LANCASHIRE**—Holiday resort retirement vacancy on busy main road position. Turnover 1978 £67,409. Prescriptions 1,900 per month. Property on lease £600 per annum. Goodwill and fixtures for sale at £5,750. Stock valuation approximately £10,000.

**X4—LEICESTER**—Suburban Business—turnover £55,000 (1977) profits £10,000 to owner/manager. Dispenses approximately 2,000 prescriptions per month. Property for sale or will grant lease. Total capital requirement including freehold £30,000 including stock £12,000.

We have a very large and growing register of private pharmacists willing and able to buy substantial businesses in all parts of U.K.

Pharmacists who wish to retire or sell their business for any other reason can consult us in the strictest confidence. Our senior partner has unique experience extending over 30 years in the selling of chemist businesses and giving advice to both vendors and purchasers in this very difficult and technical matter.

We are not retained by any one chain, group or individual to look for businesses for them. So vendors can consult us in the certainty that their interests will be paramount.

 **Ernest J. George**  
& CO  
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For all areas with established chemist and drug store connections to sell Health and Food Products in expanding market.

Excellent commission  
Please apply to  
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### AGENCIES REQUIRED

by  
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Please apply  
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Age and experience are likely to be of less importance than the confidence and ability to sell.

An attractive salary is offered together with a company car. Other benefits include pension and life assurance schemes plus a profit-sharing bonus.

Vestric is a member of the Glaxo group of companies.

Applications should be made in writing to:  
*Mr K. R. Houghton, Personnel Manager,  
Vestric Limited, Chapel Street, Runcorn.*

***A worthwhile job with Vestric***

## ALBERTO-CULVER COMPANY

## NATIONAL ACCOUNTS MANAGER

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A recent promotion has created an opportunity for an experienced Nationals Accounts Manager. The successful applicant will receive relocation assistants if necessary.

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Applications giving a brief C.V. should be sent in the first instance to Miss J. Gregory. Alberto-Culver Company, Telford Road, Houndmills Industrial Estate, Basingstoke, Hampshire. Tel: Basingstoke 57222.



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REQUIRES**

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to manage newly acquired, recently modernised pharmacy. This position commands a top salary, five-day, five weeks annual paid holiday, generous staff discounts and non-contributory pension scheme. This branch of our small holding owned group, with light dispensing could suit a more mature male or female Pharmacist, or a newly registered.

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Pharmacist Manager required to run one of our West End branches. If you would like to work with a company that has a future, as well as earning an excellent starting salary plus bonus, that also gives you four weeks annual leave, then join us at Seefelds.

In return we will expect the right applicant to be able to respond to being in complete control of the branch and enjoy the challenge that this position will offer.

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South of Thames/Kent/Surrey—Ref: A750

We seek a trained consumer salesperson, with a good geographic knowledge of their home territory. Whilst calling on established customers on a regular journey basis, you will also be seeking new business to further develop these key areas.

We offer you an excellent basic salary and commission circa £4700 initially, quality company car, 4 weeks holiday, pension, life assurance, generous allowances and superb quoting appropriate reference to **Nationwide (Sales Recruitment) Ltd, Nationwide House, 51 York Street, Twickenham, Middx. Tel: 01-891 3391.**

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Business/Property  
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#### Classified Advertisements

Situations Vacant  
Situations Wanted  
Stocktaking  
Tenders  
Trade Marks  
Wanted

Classified advertisements can be accepted up to 12 noon Tuesday for inclusion in same week's issue, **space permitting**. The full name and address of the advertiser, not necessarily for publication, must accompany every advertisement. **CHEMIST AND DRUGGIST** reserves the right to refuse or revise any advertisement or to omit any portion.

**Post to Classified Advertisements, Chemist and Druggist,  
25 New Street Square, London EC4A 3JA Telephone 01-353 3212**

1st fold

**AFFIX  
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HERE**

**CLASSIFIED DEPARTMENT  
CHEMIST AND DRUGGIST  
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LONDON EC4A 3JA**

3rd fold

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£1.00 per line,  
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£5.00 per single  
column centimetre,  
min 25mm. Column  
width 44mm

Please tick if  
required

Box No  
50p extra YES / NO

**Heading Required**

**Date of  
Insertion**

**Remittance**

BRENT & HARROW AREA HEALTH AUTHORITY

**SHENLEY HOSPITAL  
Shenley, Radlett, Herts.**

### Staff Pharmacist

**required at this large psychiatric hospital due to the  
retirement of the present holder.**

The hospital is situated in the Green Belt 16 miles north of London. The Pharmacist appointed will be responsible for the running and further development of the ward visiting scheme. He/she will be expected to deputise for the Principal Pharmacist in her absence.

**Salary scale £5451-£6837 plus £354 London Weighting.**

Single accommodation may be available if required.

Further information from Mrs. R. Bishop, Principal Pharmacist, telephone Radlett 5631 Ext. 253.

**Application forms and job description are available  
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**Completed application form should be returned to the  
Personnel Department by April 30th 1979.**



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TEL: 061-480 7318 Telex: 666929

For information of advertising in this regular feature telephone Stuart Baggaley on 01-353 3212

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### will ensure consistent demand in 1979

Make sure your stocks are adequate — don't miss a single sale. Ask your wholesaler NOW — Showcards and Display Packs available.

If any difficulty write to sole distributors

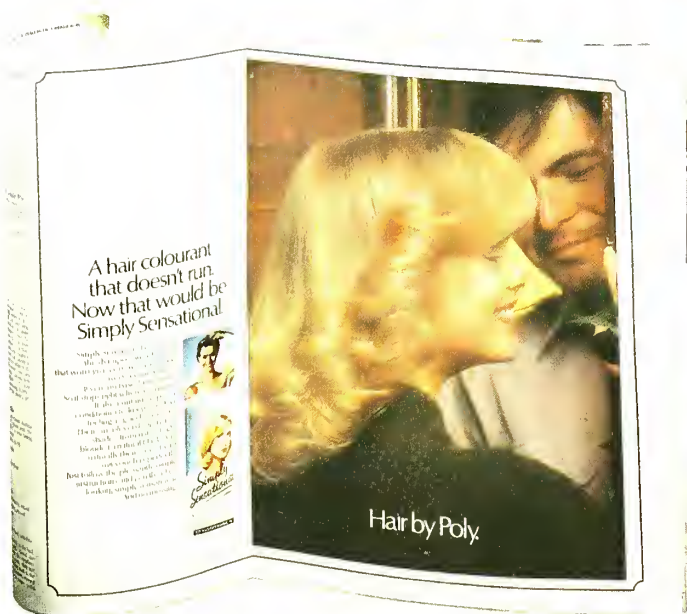
**MILLER, 13 GOLDEN SQUARE, LONDON W.1. Tel: 01 734 4246/9**

PLEASE MENTION **CHEMIST & DRUGGIST**

WHEN REPLYING  
TO ADVERTISEMENTS



# We could turn 10 million heads this year.



Sooner or later, every woman who picks up a woman's magazine will turn to one of our advertisements. Because from April till the end of the year we'll be putting our products under the Poly name for the first time in the first place women turn to for hair care advice and information: women's colour magazines.

At a conservative estimate,

over 10 million women will get the message.

And once they've turned to our ads, it's a short step before they turn into your shops and ask for our products. Which is why it makes economic good sense to stock up now right across the Hair by Poly range. It's the sure-fire way of turning heads and a pretty penny.

## Hair by Poly.

